



UNIVERSITY OF THE PEOPLE

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WRITTEN ASSIGNMENT UNIT 1

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TITLE: TESLA'S ELECTRIFYING DISRUPTION: COMPOSING THE FUTURE OF SUSTAINABLE MOBILITY

INTRODUCTION

Over time, the process of globalization, where firms can transcend national borders through economic integration, has emerged as a worldwide phenomenon. Enterprises, whether large or small, now have the capability to compete, manufacture, and market their offerings without restrictions based on demographic or geographic factors (Marci, 2018). This globalization enables companies to broaden their foundations, workforces, consumer bases, and consequently, their profitability. However, as we have observed, this phenomenon carries inherent risks that manifest in the contemporary world. Globalization can negatively impact developing individuals in those countries while potentially exacerbating income inequalities.

In the ever-evolving symphony of the automotive industry a singular force emerged as a catalyst propelling the world towards sustainable transportation's harmonious future. Tesla Motors – a trailblazer breathing new life into electric vehicle (EV) technology – shattered long-standing conventions igniting a revolution leaving traditional automakers scrambling to compose their response. From humble beginnings to global phenomenon status Tesla's exhilarating journey paved the way for a paradigm shift redefining how humanity perceives and experiences mobility (Marci, 2018).

TESLA'S ELECTRIFYING PATH TO GLOBALIZATION

Birthered from visionary Elon Musk's inventive mind Tesla boldly declared its disruptive intent with the 2008 Roadster launch – stylishly high-performing proof that EVs could captivate imaginations beyond sterile eco-boxes. This audacious debut captured consumers' and automakers' attentions alike sparking a frenzy of investment breathing new vibrancy into the EV

market's innovative potential. However, Tesla's path globalized amidst terrain riddled with hairpin turns and unexpected obstacles – the Roadster's pioneering spirit may have been cutting-edge, but meeting production targets consistently challenged the company. The highly anticipated Model 3 (Tesla's mass-market Message VOX) faced significant delays as ambitious goals collided with intricate supply chain complexities creating costly bottlenecks.

While a masterful ability to generate fervent buzz enthralling consumers with sustainable visions proved one of Tesla's greatest strengths it simultaneously manifested a double-edged sword. The company's lofty promises often outpaced delivery capabilities subjecting Tesla to criticism and investor skepticism – the pitch-perfect rallying cry sometimes struck discordant notes when realities failed to resonate.

SUSTAINING THE ELECTRIFYING ADVANTAGE

As seismic shifts rumble through the automotive realm accelerating electrification Tesla must deftly navigate a complex maze maintaining competitive advantages. Delicately balancing innovation with operational excellence necessitates addressing key areas:

SUPPLY CHAIN HARMONICS

Tesla's Achilles' heel remains its supply chain's lack of an interwoven robust supplier ecosystem like established automakers enjoy. Overreliance on singular sources leaves the company dangerously exposed. Orchestrating a diversified supplier symphony fostering strong multi-source partnerships while exploring alternative channels offers a resolute path – mitigating risks enhancing production flexibility and better meeting fluctuating demand (Marci, 2018).

FINE-TUNING PRODUCTION'S RHYTHMS

Ambitious production targets too often manifest discordant quality control issues marring otherwise compelling performance. Streamlining processes through rigorous quality checkpoints while harnessing data analytics/automation proactively pinpoints and resolves bottlenecks – ensuring seamless operational harmonies.

AMPLIFYING CONNECTIVITY'S SOARING REFRAINS

Tesla's software/connectivity virtuosity blazes new trails exemplified by its over-the-air update capabilities. Continuously innovating this space developing enhanced autonomous/integrated digital service offerings lets Tesla compose unique value propositions for the modern mobile consumer.

GLOBAL ENCORES: EXPANDING INTO NEW MARKETS

While solidly established in key US/China markets pursuing strategic global expansion uncovers significant growth potential – akin to embarking upon an electrifying world tour. Penetrating new regions tailoring offerings to local tastes/regulation while leveraging partnerships or localized manufacturing amplifies untapped audience reception reaffirming Tesla's global conducting presence.

INNOVATIVE COMPOSITIONS: INVESTING IN THE FUTURE

Continuous innovation fuels relevance in automotive's rapidly shifting landscape – investing in advanced battery/efficiency R&D alongside next-generation platforms and autonomous systems lets Tesla author electrification's progressive new melodies shaping mobility's future narrative.

CONCLUSION

The automotive industry's very foundations reverberate from Tesla's thunderous impact – this inspirational catalyst compelled traditional marques to join the EV revolution's chorus. Yet Tesla's own globalization overture faced detours navigating dissonant supply chain/production movements. Harmonizing these elements alongside bolstering partnerships elevating quality control leveraging software prowess strategically expanding presence and sustained R&D investment allows Tesla to electrifyingly conduct the emerging sustainable mobility opera propelling humanity towards a new urgently needed transportation symphony.

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REFERENCE:

Macri, K. P. (2018, February 20). Case study: How Tesla changed the auto industry. *Supply Chain Dive*. <https://www.supplychaindive.com/news/case-study-how-tesla-changed-the-auto-industry/517251/>

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