The company Tesla, Inc. is active in a couple of markets. Al those market chare one commonality, they all have to do with electricity. The markets they are active are electric cars, battery storage, solar panels and solar roof tiles, and some components related to those markets. The original objective of the company, in 2006, was to reduce the cost of fully electric vehicles. They planned to do this by first producing some high-end sport cars for richer people. This would then allow for cheaper battery technology, which would result in cheaper cars. Their market share in the automotive industry in US/Canada in 2021 was 2.25%, in Europe and China this was lower with 1.5%. Tesla is a large company with a large number of employees. Their number of employees in 2021 was 99.290. In 2021 their revenue was $53.82 billion. Tesla sells different variants of cars, battery storage solutions for storing energy in remote areas and solar panels. They are also selling services related to those products, such as car maintenance. Tesla has a functional or U-form organizational structure. Tesla sells their products directly to their clients, unlike other cars companies who sell through franchised dealerships. They also have EV chargers which allow their users to charge their cars.

Market share: <https://insideevs.com/news/563416/tesla-market-share-growth-2022>  
Nr employees: <https://www.marketwatch.com/story/tesla-hired-more-than-28500-full-time-employees-in-2021-2022-02-07#:~:text=In%20a%2010%2DK%20filing,at%20the%20end%20of%202020>.  
Revenue: <https://techcrunch.com/2022/01/26/tesla-closes-2021-on-a-high-note-by-besting-expectations-in-q4/>   
Organizational structure: <https://panmore.com/tesla-motors-inc-organizational-structure-characteristics-analysis>   
Organizational structure: <https://www.organimi.com/organizational-structures/tesla/>  
Selling: <https://www.investopedia.com/articles/active-trading/072115/what-makes-teslas-business-model-different.asp>  
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