

# Sample of my work

All of the work is legit and original

# Group Assignment

## GROUP MEMBERS

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**Subject:**



- ▶ Environmental concerns
- ▶ Innovation in sustainable energy
- ▶ Dependence of oil
- ▶ Energy needs
- ▶ Investment volume
- ▶ Market players
- ▶ Job market
- ▶ Public perception
- ▶ Noise pollution
- ▶ Affordability

# Mission and Vision of Tesla

- ▶ **Vision:** "To accelerate the advent of sustainable transport by bringing compelling mass-market electric cars to market as soon as possible."
- ▶ **mission:** Tesla's vision revolves around creating a sustainable future by producing electric vehicles and renewable energy solutions. They aim to continue innovating in the field of electric vehicles, energy storage, and sustainable energy generation, working towards a world less dependent on fossil fuels.

**Owner/Chairman:** Elon Musk.

**Founded in:** July 1, 2003

**Headquarters:** California, United States

**Number of location:** 130 stores

**Competitors:** Polestar, Lucid Motors, NIO

**Products:** Electric cars, Trucks, Energy Solutions.

# Distribution ecosystem

part 1



## DISTRIBUTION CHANNEL



## SUPPLY CHAIN



# “SUPPLY CHAIN OF TESLA BRAND”

## **Production:**

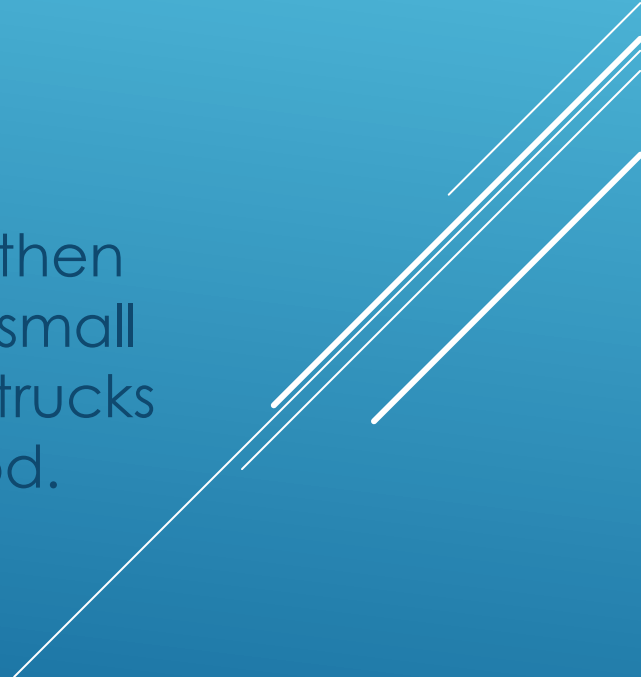
Tesla makes small products and then assemble them to make bigger products.

## **Outsource products:**

Lithium, Cobalt, Nickel, Steel

## **Process:**

**Tesla** source the raw material from the third party and then prepare the Batteries, Frames etc, and then use these small products like cells and batteries, frames to make cars, trucks and other products, From Raw material to finished good.

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- # OUTSOURCE PRODUCTS
- ▶ **Lithium:** Lithium is a key component in batteries. Major lithium-producing countries include Australia, Chile, Argentina, and China.
  - ▶ **Cobalt:** Cobalt is often sourced from countries like the Democratic Republic of Congo, Australia, and Russia. However, due to concerns related to ethical and environmental issues, Tesla, like other companies, has been actively working to reduce its reliance on cobalt in its batteries.
  - ▶ **Nickel:** Major nickel-producing countries include Indonesia, the Philippines, Russia, Canada, and Australia. Nickel is crucial for high-energy-density batteries.
  - ▶ **Steel:** It is a widely available material and is outsourced from Canada, Africa.



part 2

# Tesla's Strategies

- ◎ **Word-of-Mouth and Enthusiastic Customers:** Tesla has a passionate customer base, and the positive experiences of these customers often translate into strong word-of-mouth recommendations, creating a buzz around the brand.
- **Social Media and Online Presence:** Tesla and its CEO, Elon Musk, are active on social media platforms like Twitter. Musk's tweets often generate significant attention and media coverage, serving as a form of unconventional marketing.

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- **Events and Launches:** Tesla occasionally organizes events and product launches to showcase their new vehicles, technologies, and achievements. These events attract media coverage and help in creating excitement among potential customers.
- **Direct Sales Approach:** Tesla sells its vehicles directly to consumers, bypassing traditional dealerships. This direct-to-consumer approach allows them to control the customer experience and gather direct feedback.
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TESLA