Required Assignment 5.3:   
Key Product Management Matrix

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**Suggested time:** 90 minutes

**Assignment Instructions**

Use the two images below and place the **‘Tesla Roadster’** where you see fit. Discuss your thought-process for the placement of the product for both matrixes. 

***Note****: This is a required assignment and counts towards your programme completion.*

**Risk Map**

A picture containing screenshot, text, diagram

Description automatically generated

* **Opportunity Cost: Low to Medium**

Opportunity cost is low to medium for Tesla Roadster as the electric vehicle is still there and prospering and there are many models now in the market.

* **Development Risk: High**

Development risks are high since a less than full ready car cannot be launched in the market since accidents can be fatal. Also, the luxury car segment is very competitive and the expectations of the customers are high after paying a large premium for sports cars.

**Newness Map**

A close-up of a chart

Description automatically generated with low confidence

* **Firm Newness: High**

Tesla roadster was the first product that Tesla produced as a new company. So, it was a very new area for the company and the company itself was a startup as well.

* **Market Newness: High**

Although electric cars have existed much before the Tesla roadster and were launched by established automotive companies such as Honda, Mitsubishi, General Motors, etc. However, these products weren’t adopted very well by the customers and no EV models existed in the luxury car market. Tesla targeted the luxury segment to showcase that a high quality EV can be viably developed.