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**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| Opportunity Cost | | High |  |  |  |  |
| Medium |  |  |  |  |
| Low |  |  | **Opportunity - L , Develop- H** |  |
|  |  |  | Low | Medium | High |  |
|  |  |  |  |  |  |  |
|  |  |  | Developmental Risk | | |  |
|  |  |  |  |

Opportuntiy Cost is **Low** since It’s a new product launched by Tesla .There is no competition in market and no hurry to enter the market .Tesla can launch the product even after 6 months. Developmental Risk will be **High** as risk involve with the development which covers accidental risk ,product may fail on hardware front or controls front.So excessive testing as well as User acceptance testing is required before launch to the market

**Newness Map**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| **Firm Newness** | | High |  |  |  |
| Medium |  |  |  |
| Low |  |  |  |
|  |  |  | Low | Medium | High |
|  |  |  |  |  |  |
|  |  |  | **Market Newness** | | |
|  |  |  |

Market Newness is **High** as Electric car is new to the market in 2008 so there is no concept of electric car before 2008. People have no experience in driving electric car.Tesla founded in 2003 .first car model which was a sports car came out in 2008 .So tesla was relatively new in automobiles. So Firm newness is also **High**