



Homework Assignment

- Tesla, SWOT Analysis – 50-point value
 - You are the Marketing Manager responsible for the automobile division at Tesla
 - Present current **strengths, weaknesses, opportunities** and **threats**.
 - **Six bullet points** per quadrant. Maximum of **2 sentences** per point.
 - Opportunities should focus on **new products, services & markets** as well as external forces considering **current and future** competition
 - Due date – **Monday January 27th at 5:00 p.m.**
 - This is an individual assignment; **not group work**