

Team: The Fast and Furious ©

Project: Tesla Cybertruck Optimization

This project, titled Tesla Cybertruck Optimization, was completed by The Fast and Furious team as part of the BSAN 740 course. Our objective was to delve into the strategic decisions behind allocating Tesla's Cybertruck across dealerships in diverse locations, utilizing advanced optimization techniques to harmonize customer demand with Tesla's unique brand exclusivity.

Key Objectives:

1. Analyze Demand Forecasts – Ensure optimal allocation by accurately assessing and forecasting regional demand.
2. Minimize Costs – Reduce transportation and production costs to enhance profitability.
3. Manage Inventory – Control holding costs to prevent excess inventory and associated expenses.
4. Balance Demand with Exclusivity – Preserve Tesla's brand value by aligning distribution with its exclusive image.

By applying the optimization principles learned in BSAN 740, this project showcases how strategic resource allocation can drive operational efficiency and strengthen brand positioning.