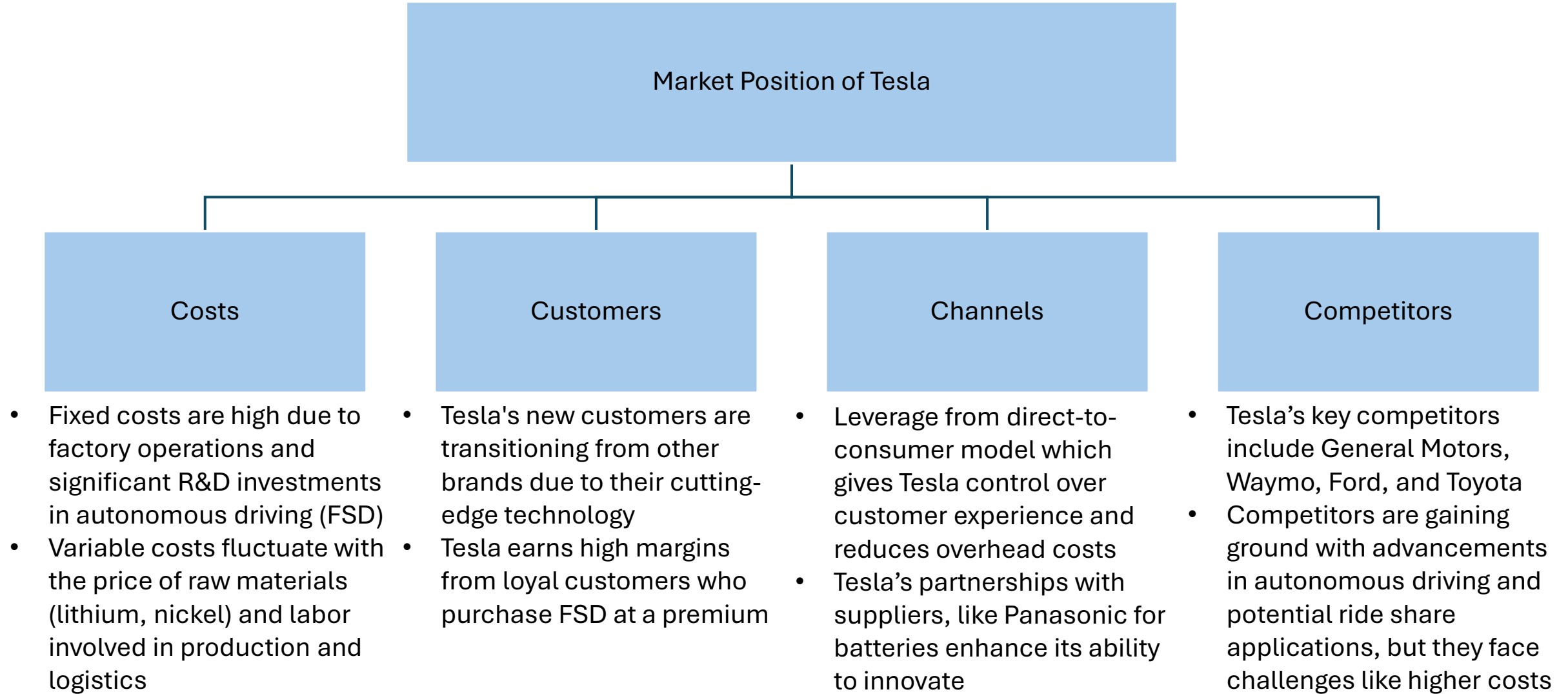
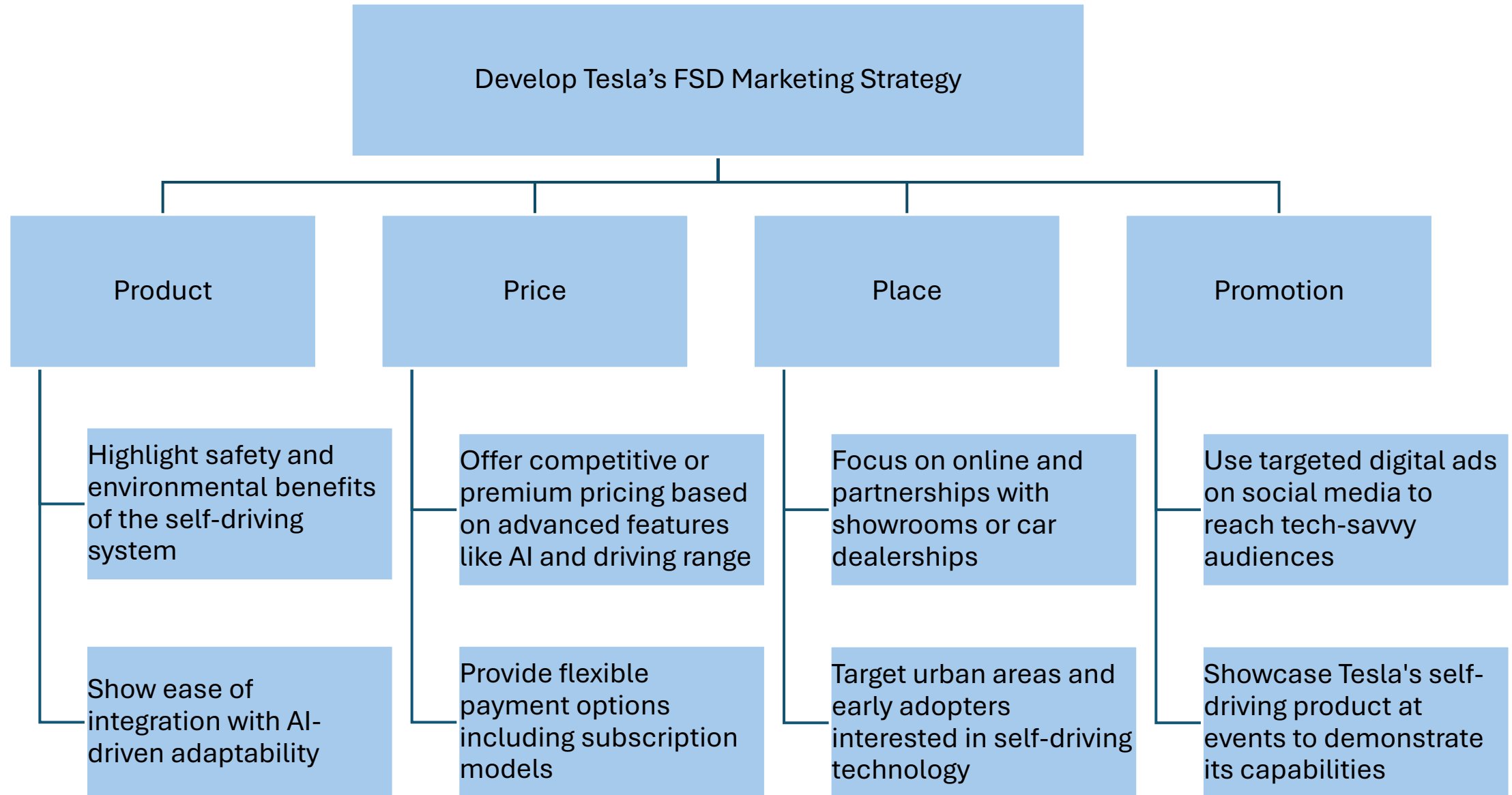


Tesla should expand its Full Self Driving (FSD) into new markets

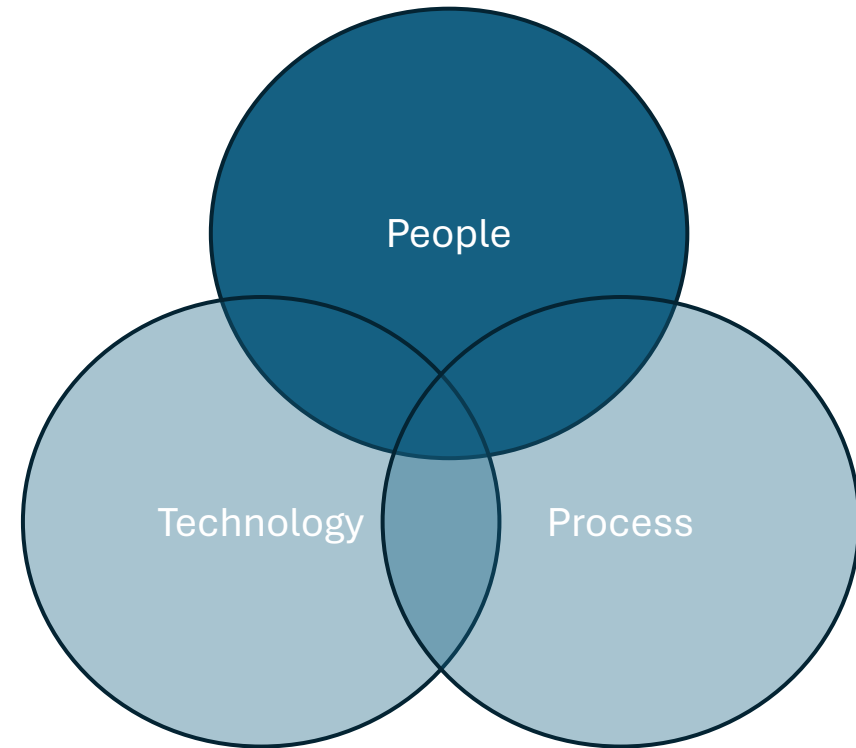


Tesla's greatest opportunity is to capitalize on its new technology in Full Self-Driving (FSD) by expanding into new markets, which is a key driver for customers switching to Tesla

Leveraging the 4 Ps framework to develop a marketing strategy for Tesla's FSD Technology



Optimizing customer adoption of Tesla's Full Self-Driving



People

- Customers may face challenges learning how to properly engage FSD features, especially those unfamiliar with autonomous driving systems
- Tesla should provide clear tutorials, demos, and responsive customer support to aid in user adoption, helping people feel more confident about using the new technology

Process

- The process for engaging FSD is intuitive but requires an initial learning curve. Features like autonomous navigation advanced and may overwhelm users initially, but they become easier with regular use
- Tesla's over-the-air updates ensure that customers receive real-time improvements, minimizing disruptions and making the adoption process smoother

Technology

- Continuous updates to FSD software reduce the need for in-person service visits, making it easier for customers to adapt to changes without interruptions
- The AI system behind FSD makes the driving experience more efficient and convenient, but it requires trust and familiarity from users, especially in terms of safety features

The new customer process of using FSD will likely be successful due to Tesla's user-friendly interface, continuous updates, and robust customer support

Maximizing employee adoption by addressing familiarity and resistance to change

	Low Resistance to Change	High Resistance to Change
High Familiarity	Champions – High familiarity and open to change. They can lead others.	Skeptical Experts – High familiarity but resistant to change. Engage to address concerns.
Low Familiarity	Learners – Not familiar with the tool but willing to learn.	Resistant Novices – Low familiarity and resistant to change. Requires training and support.

Buy a case management system for Crane, Pool, and Schmidt

Factors	Build	Buy
Historical Factors	No strong history in development but could establish control and innovation.	The firm has been using off-the-shelf solutions; buying aligns with past practice.
Corporate Strategy	Offers competitive advantage if tailored perfectly to the firm's processes.	Less differentiation but provides a proven, stable solution with vendor support.
Developing, Maintaining, Supporting In-house	Requires significant expertise, resources, and long-term support from internal teams.	Vendor handles development, updates, and support, reducing internal resource burden.

Factors	Build	Buy
Product Availability	Custom solutions offer full flexibility but may struggle with vendor-like resources.	Many available solutions are tailored for legal firms, increasing the chance of a match.
Deadlines	Takes longer to develop, not ideal for urgent implementation needs.	Quick to implement with minimal delay, ideal for urgent needs.
Criticality of Requirements	Meets 100% of requirements but with high cost and complexity.	May meet most requirements but with some trade-offs in customization.

Buying a proven case management system offers faster implementation, lower risk, and long-term cost savings, making it the best choice for Crane, Pool, and Schmidt