

**Internal Environment Analysis**

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### Internal Environment Analysis

Tesla Motors is an American automotive and energy company that designs and manufactures electric vehicles, energy storage systems, and solar products. The company was founded in 2003 by a group of engineers led by entrepreneur and innovator, Elon Musk. As of 2022, Musk serves as the CEO of Tesla, overseeing the company's operations and strategic direction

(Investopedia, 2023).

Tesla's mission statement is

"Accelerating the World's Transition to Sustainable Energy"

(Tesla, n.d.). This guides the company's focus on developing and producing products that reduce reliance on fossil fuels and promote renewable energy

sources. Tesla is headquartered in Austin, Texas, and operates Gigafactories in multiple locations around the world, including Europe, China, and the United States, with plans for expansion in the future (Tesla, 2019; Lambert, 2022; Tesla, 2023). The company employs over 1,000,000 people worldwide, and its products are sold and serviced through a global network of retail stores, service centers, and Supercharger stations. Tesla's goal is to create a sustainable world that benefits both the environment and people; they have many projects and products that help achieve this.



In addition to its electric vehicles, energy storage solutions, and solar products, Tesla is also involved in several other ventures. The company is developing autonomous driving technology, which aims to make driving safer and more efficient, and is going to launch its own AI driven ride-hailing service, Tesla Network (Pressman, 2022). Tesla is also involved in developing and manufacturing AI driven humanoid robots alongside working on a next-generation battery technology that promises to revolutionize the energy industry (Bobrowsky & Elliot, 2022). Through its innovative and sustainable approach to business, Tesla Motors has become the disruptive force in the automotive and energy industries, challenging traditional business models and paving the way for a more sustainable future.

Tesla's strong financial performance can be attributed to several key factors, including its focus on innovation, its strong brand reputation, and its ability to stay ahead of competitors in the EV market. The company's revenue has been growing steadily in recent years, reaching \$81.462 billion in 2022, an increase of 51% YoY. This was done by producing 1,369,611 car units and delivering 1,313,851 units in 2022. Their market share in the EV market is also impressive, with the company accounting for 68% of global EV sales in 2022 (Demand Sage, 2023). Tesla's impact on climate change and ecological living has been significant. The company's products

and services are designed to promote renewable energy solutions and reduce carbon emissions. Tesla's EVs emit zero tailpipe emissions and the company's energy storage products help to reduce reliance on fossil fuels. Tesla's Gigafactory in Berlin, for example, is expected to have a net zero carbon impact by the end of the year (Tesla, 2023).

## Business Model Canvas

Created by Jacob Selby, Corey Johnson, Uchenna Nzeadibe

Designed via [AltexSoft BMC Tool](#)


<b>Key Partnerships</b> <ul style="list-style-type: none"><li>- OEM Suppliers</li><li>- Car leasing company</li><li>- Major suppliers</li><li>- Dana Holding</li><li>- Panasonic</li><li>- Government</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>- R&amp;D</li><li>- Design</li><li>- Innovational leap</li><li>- Software development</li><li>- Sales and marketing</li><li>- Building and maintaining Super Charger Networks</li></ul> <b>Key Resources</b> <ul style="list-style-type: none"><li>- Electric vehicle and technological knowledge</li><li>- Automation and engineering</li><li>- Brand</li><li>- Factories</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>- Best in class fully electric vehicles</li><li>- Self driving</li><li>- Solar energy systems</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>- Reputation</li><li>- Free or cheap charging station network</li><li>- Customer service</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>- Luxury car enthusiast</li><li>- Mid price range</li><li>- Transportation and shipping vehicles</li><li>- Eco-friendly enthusiast</li><li>- Sports car enthusiast</li><li>- Autopilot enthusiast</li><li>- Tesla fans</li><li>- Elon Musk fans</li><li>- Tech enthusiast</li></ul>
			<b>Channels</b> <ul style="list-style-type: none"><li>- Tesla.com</li><li>- Galleries</li><li>- Retail stores</li></ul>	

<b>Cost Structure</b> <ul style="list-style-type: none"><li>- R&amp;D</li><li>- Manufacturing</li><li>- Sales and administrative cost</li><li>- Restructuring</li><li>- Research and development</li></ul>	<b>Revenue Streams</b> <ul style="list-style-type: none"><li>- Car sales</li><li>- Software upgrades and maintenance</li><li>- Solar energy panels and batteries</li></ul>
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Tesla has a range of current and future products and services that are focused on viable energy solutions. The company's current vehicle lineup includes the Model S, Model 3, Model X, and Model Y, as well as the Semi, which just began production in Q1 of this year and Cybertruck which is expected to be delivered later this year (Tesla, 2023). Tesla is also the leader in developing autonomous driving technology and artificial intelligence and is planning to launch a robo taxi service and has been developing an AI robot that will be mass produced (Pressman, 2022; Bobrowsky, 2022). The company's solar products, which include solar panels and the Solar Roof, saw strong growth in 2022, with a total of 3.5x more solar deployed compared to the previous year. The energy capture from all deployed solar products was more than the net energy consumed by Tesla and all Tesla vehicles in 2022 (Tesla, 2023).

Tesla is adapting to customer demands by focusing on customer satisfaction and offering a superior ownership experience. The company is working to expand its service and charging

**Our Next Drive Unit Will Be Even More Scalable**



<b>75%</b>	<b>ANY</b>	<b>50%</b>	<b>~\$1,000</b>
Reduction In Silicon Carbide	Battery Chemistry Accepted	Reduction In Factory Footprint	All-In Cost

network. They plan to allow non-Teslas to charge on their Superchargers; which is now expanding to over 42,410 Supercharger Connectors globally. Tesla is also working to improve the user experience of its products, with the introduction of new features and upgrades via over-the-air software updates (Tesla, 2023; Demand Sage, 2023). Tesla is also planning to launch a new drive unit which is expected to have a range of at least 300 miles and a very affordable starting price that would be accessible by the median USA citizen (Tesla, 2023; Flynn, 2023). In

addition, the new battery-electric platform will be used for the Cybertruck, Semi, and future vehicles. This new drive unit will allow for greater mass production (Tesla, 2023). In terms of production capacity, Tesla is planning to significantly increase its output in the coming years. The company is targeting an annual production capacity of 20 million vehicles by 2030, which represents a 20x increase from its current capacity (Tesla, 2023).

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