

# M5L7. Five Forces Analysis Project

## Slide #1

**ATM**  
TEXAS A&M UNIVERSITY  
Engineering

Five Forces Analysis  
Project

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TCMT 612 | Technical Management  
Decision Making

MASTERS OF ENGINEERING TECHNICAL MANAGEMENT

We have a project for you.

## Slide #2



The task is to do a five force competitive analysis for Tesla or a company of your choice.

### Slide #3

## Competitive Force Analysis Outline

Company business

Electric vehicle industry Five Force analysis summary

Recommendations for the company

(1) Threat of new entrants (weak/moderate/strong)

(2) Bargaining power of customers (weak/moderate/strong)

(3) Bargaining power of suppliers (weak/moderate/strong)

(4) Threat of substitutes (weak/moderate/strong)

(5) Competitive rivalry (weak/moderate/strong)

This slide is the outline of competitive force analysis that I recommend for your project.

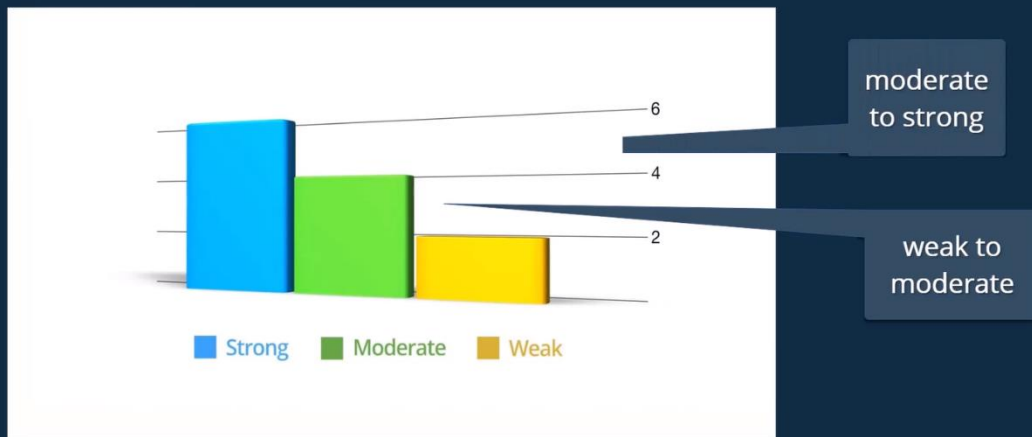
You can use your own approach.

This is just my recommendation.

The analysis should start with a brief description of the company's business, followed by electric vehicle industry five force analysis summary.

Then the report should discuss each of the five forces and the strength of each force.

#### Slide #4



You can gauge the strength with weak, modest, and strong.

You may also use two measures between weak to moderate and moderate to strong.