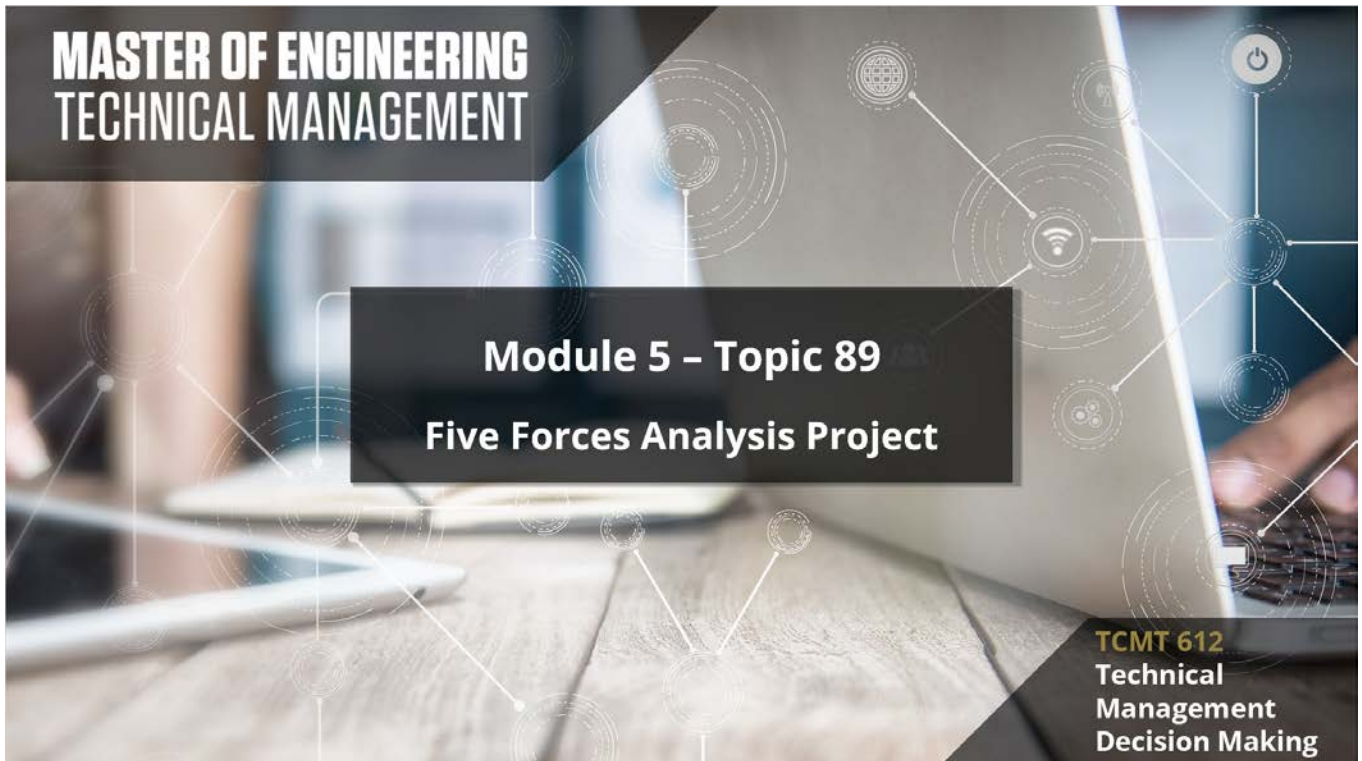


TCMT612_05M_089T_Five-Forces-analysis-project

1. Main

1.2 Topic title



Notes:

We have a project for you.

1.3 Task



Notes:

The task is to do a Five Force competitive analysis for Tesla, or a company of your choice.

1.4 Outline

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)

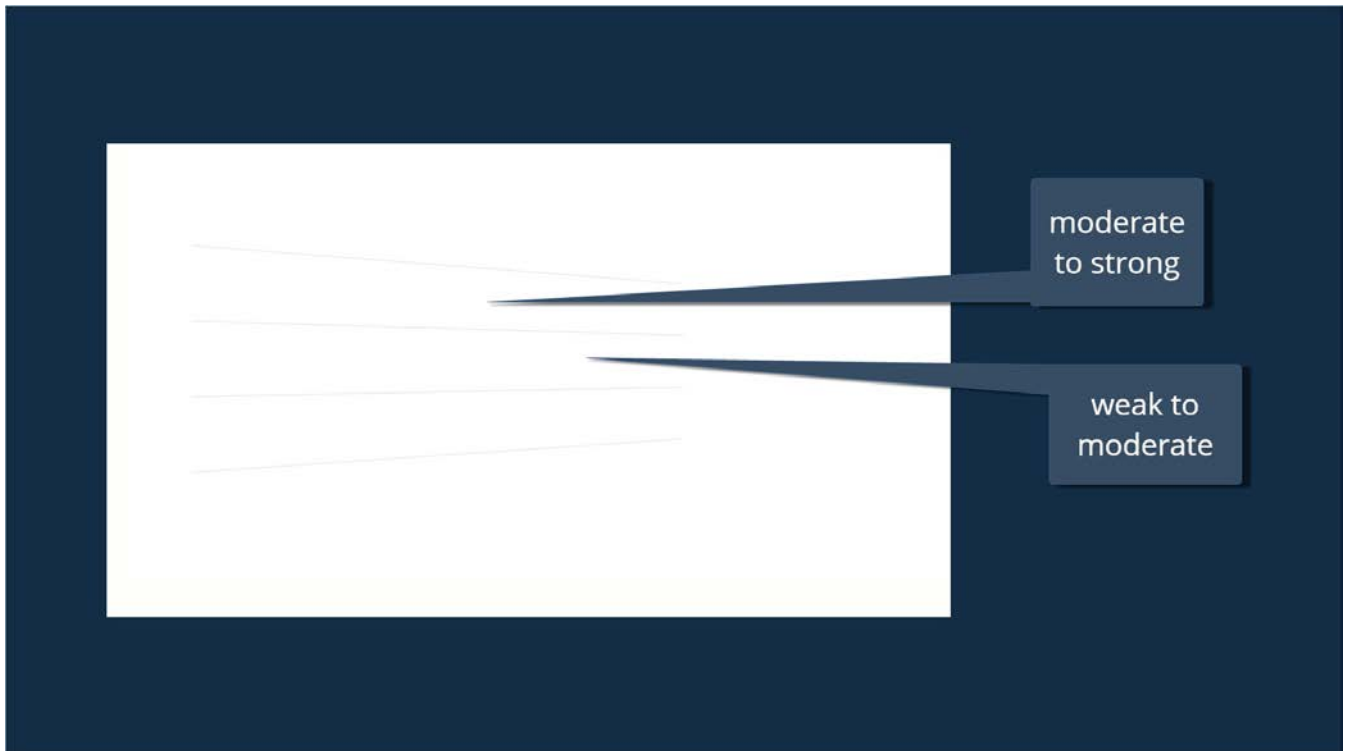
Notes:

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

You can use your own approach, this is just my recommendation.
This 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 strengths of each force.

1.5 Strength



Notes:

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

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