## **Key Partners**

- Collaboration with Panasonic and other suppliers for battery production materials.
- Strategic alliances with charging network providers to expand infrastructure.
- Partnerships with governments and municipalities to facilitate regulatory approvals and incentives.

#### Kev Activities

- Design and development of high-performance electric vehicles and battery technology.
- Manufacturing and assembly processes, including quality control and testing.
- Marketing and brand management, particularly focusing on digital and social media platforms.

# **Key Resources**

- State-of-the-art manufacturing facilities such as the Gigafactories.
- In-house developed battery technology and proprietary software for vehicle automation.
- Skilled workforce including engineers, designers, and IT specialists.

## Value Proposition

- Addresses the demand for sustainable transportation with electric vehicles that reduce reliance on non-renewable energy and emissions.
- Features extended ranges, high performance, and advanced autopilot capabilities.
- Supported by a global network of fast-charging Superchargers, enhancing convenience and practicality.
- A combination of environmental sustainability, cutting-edge technology, and convenience distinguishes Tesla in the automotive industry.

## **Customer Relationship**

- Establishes direct relationships through personalized service in Tesla stores and proactive online support.
- Maintains ongoing engagement through software updates and Tesla mobile app interactions.
- Provides self-service options via the website and app, allowing customers to manage purchases, service appointments, and vehicle updates independently.

# Customer SegmentsTargets en

- Targets environmentally conscious consumers seeking sustainable transportation options.
  - Serves luxury and technology-savvy individuals interested in high-performance and advanced features.
- Aims at commercial entities looking for energy-efficient fleet vehicles

## Channels

- Utilizes direct sales through company-owned stores and online platforms to maintain control over the customer experience.
- Offers test drives and showcases at Tesla showrooms and pop-up events in high foot traffic areas.
- Deploys a comprehensive online platform for sales, customer service, and software updates

## **Cost Structure**

- High initial investment in research and development for cutting-edge technologies.
- Significant manufacturing and operational costs, including expenses related to Gigafactories.
- Marketing and sales expenses, particularly for maintaining high visibility and brand prestige.

#### **Revenue Streams**

- Sales of electric vehicles contribute the majority of revenue.
- Additional revenue from selling battery products and solar panels.
- Subscription services for enhanced autopilot and software updates, providing ongoing revenue post-purchase.