

Initial Findings

Student's Name

Institutional Affiliation

### 3-1 Discussion: Initial Findings

#### **Overview**

Tesla, Inc., an American electric vehicle (EV) and clean energy company, is renowned for its innovative approach in the automotive industry. In 2003, Tesla significantly disrupted traditional car manufacturing by emphasizing sustainability, renewable energy solutions, and cutting-edge technology. The company not only produces electric cars but also battery energy storage from home to grid-scale and solar products. Tesla's mission to accelerate the world's transition to sustainable energy has positioned it as a technology and environmental advocacy leader within the auto industry.

#### **Identifying and Analyzing SWOT**

**Strengths:** Tesla's major strengths are its brand recognition, innovative culture, and proprietary technology. Its direct sales model bypasses traditional dealership networks, offering a unique customer experience (Bredenfeld et al., 2020).

**Weaknesses:** High manufacturing costs, production delays, and reliance on Elon Musk's persona can be seen as weaknesses, impacting operational stability and investor confidence.

**Opportunities:** Expansion into new markets, advancements in battery technology, and potential government incentives for clean energy vehicles present significant opportunities (Boesch, 2023).

**Threats:** The main threats are intense competition from existing car manufacturers, new EV startups, and regulatory challenges across different countries.

#### **Importance and Selection Criteria**

The chosen strengths and weaknesses highlight Tesla's internal capabilities and challenges, which are crucial for its strategic direction. The opportunities and threats focus on

external factors that could significantly impact Tesla's growth and market position. Other factors, like minor legal disputes, were not considered due to their limited impact on the company's core operations.

### **Problem Identification and Solution**

One of the primary problems Tesla faces is production scalability amid high demand. Delays in production timelines can dampen customer satisfaction and impact financial performance (Kristensen & Kristensen, 2022). Considering solutions, Tesla could invest more in automation and refine its supply chain logistics to enhance production efficiency. Expanding manufacturing facilities globally would help meet demand more effectively and reduce delivery times.

### **Peer Response**

Constructively critique your peers' analyses. Provide your peers with advice and resources that might help them better solve their identified problems.

#### **Response 01**

Hey Sam, nice post! You have done a commendable job detailing Tesla's strengths, weaknesses, opportunities, and threats. I suggest exploring how Tesla could leverage technological advancements to mitigate production delays. Additionally, it might be beneficial to collaborate with technology companies to enhance automation and supply chain processes, thereby improving scalability. This could be a strategic move to address the production challenges more efficiently.

#### **Response 02**

We need to provide at least two peer responses. I have provided one example post. You can write your peer responses by keeping the sample response in mind.

References

Boesch, J. (2023). A Strategic Audit of Tesla Inc. *Honors Theses*.

<https://digitalcommons.unl.edu/honorstheses/612>

Bredenfeld, L., Cherubim, M., Kellermann, A. C., Lehmann, C., Malberg, S., Rafn, J., Kwon, Y.,  
& Choi, S. (2020). Tesla Moving Forward. *신산업경영저널*, 38(1), 47–70.

Kristensen, L., & Kristensen, E. (2022). *Price Vs. Value, Tesla-a Trillion-Dollar Company*.