



# TESLA

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# History



## Tesla Motors, Nikola Tesla

*Founded in 2003, it was originally named Tesla Motors. Sold cars, solar panels and other battery related products for homes*

2004



## Tesla Roadster Released, February

*The long awaited and high anticipated Tesla roadster was released and brought into production*

2008



2003

## Tesla Roadster, Elon Musk

*Originally planned on electric supercar, needed funding and Elon Musk (PayPal cofounder) donated more than \$30 million*

2008



## Elon Musk Named CEO of Tesla, October

*After feeling pressure due to the financial crisis, Elon assumed position of CEO*



# History Continued:

## Model S Prototype

*Tesla's second car released in March. By the middle of May there were already more than 1,000 reservations for the new model*

2010

## Model X Revealed

*Months after the beta of the Model S, Tesla reveals the first SUV option, that being the Model X, featuring its unique falcon doors*

2015



2009



## Tesla Goes Public

*Tesla officially goes public and offers 13.3 million shares at \$17 per share*

2012

## Powerwall, at home charging

*Giant rechargeable battery that goes in your home*



# History Continued:

## Auto Pilot Announced

*Brand new advance driver system that allowed the car to take control*

2015

2016

## Model 3 Released

*Labeled as a mass-market car the Model 3 was released and the most affordable option on their product line*

## Tesla Gets Into Solar Business

*Expanding from strictly cars at this point, Tesla announces their expansion into the solar industry*

2016

2017

## Tesla Rebrand

*A long awaited rebrand finally hits Tesla, updating their name and logo. The most notable was the name, dropping "Motors" reflected their expansion to other markets*







# History Continued:

## Model Y Revealed

*Their fourth vehicle is another SUV, said to travel up to 300 miles per charge*



2019

## Model S Plaid

*The Model S Plaid is the fastest car on the market that also comes with a hefty price tag, \$135,990*



2022



2019



## Cybertruck Reveal

*Their fifth vehicle is revealed. It made media with daring claims, including armored glass*

2021



## Tesla Expansion

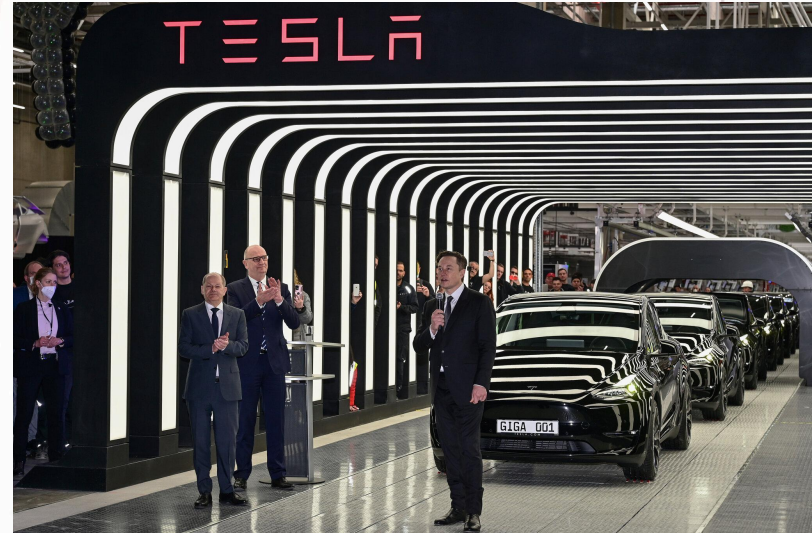
*Tesla has been expanding across the globe. Their most recent expansions have been to Texas, and Berlin*





# Strengths:

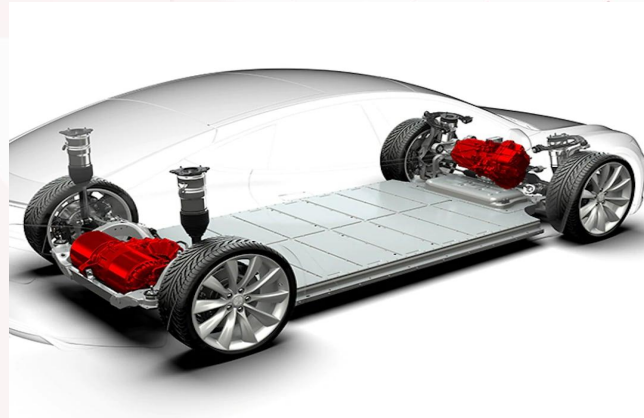
- *Dominating the electric car market*
- *Environmentally-friendly products*
- *Excellent work benefits*
- *Multinational*
- *Innovative and great organizational culture*





# Weaknesses:

- *Shortage On Batteries*
- *Supply Chain Issues*
- *Maintenance Costs*
- *Expensive Models*
- *Limited Supercharger Stations*







# Opportunities:

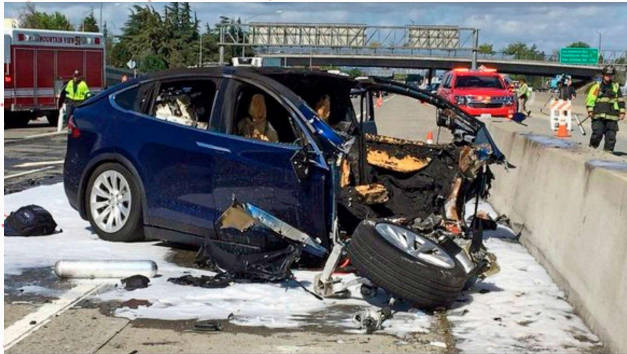
- *Creating more affordable vehicles*
- *Expanding global market presence*
- *Growing the trend of electric vehicles*
- *Increase production with the world becoming more Eco friendly*





# Threats:

- Market Growth
- Product Liability Claims/Public Image
- Consumer Adaptation Risks
- Elon Musk's Behavior



# ***Recommendations:***

- *More supercharging stations*
- *Continue expansion in foreign countries*
- *Increase production in the following years*
- *Improve service quality and reputation*





**THANK YOU!**





## ***Terms Used:***

- *External Environment*
- *Competitor*
- *Multinational*
- *Supply chain*
- *Global business*
- *Unethical Behavior*
- *Organizational culture*
- *Long-Range Plan*
- *Strategy Implementation*



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