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TESLA SWOT & PESTLE ANALYSIS

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Company Name : Tesla

Company Sector : Automobile and Energy

Operating Geography : United States, North America, Global

About the Company :

Tesla Inc. was founded in 2003, a Silicon Valley company envisioning and developing vehicles with electric energy to promote sustainability use of energy. Tesla has production facilities at Fremont, California, Lathrop, Tilburg and Nevada and is headquartered in Palo Alto, California. Tesla designs, develops, manufactures and sells fully electric cars. It also sells, installs and maintain energy generation system and storage systems. They are a sustainable energy company offering clean-energy products along with generation, storage and consumption. Sustainable energy products, energy and engineering expertise, and unique business model creates competitive advantage for Tesla over its peers. It was founded by the duo Martin Eberhard and Marc Tarpenning although many also regard Elon Musk and JB Straubel to be co-founders. The Company grew out as an aspiration after General Motor's debacle with EV1 Electric cars which were recalled and destroyed in 2003. It is a technology firm and an independent automaker which also has business in energy storage and solar panel production. The Company endeavors to build robust and affordable electric cars. The company employs more than 127,855 full time staff across all its divisions as of early 2023.

The unique selling proposition or USP of Tesla lies in developing fully powered electrical vehicles, which are better, quicker and fun to drive compared to gasoline vehicles. Tesla's mission is "to accelerate the world's transition to sustainable energy." The vision statement of Tesla reads "Create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."

Revenue :

\$ 53,823 million - FY ending 31st December 2021 (y-o-y growth 71%)

\$ 31,536 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Tesla is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High product differentiation \u2013 electric power train technology 2.Related diversification in product portfolio \u2013 power pack applications 3.Strong marketing, swelling sales and customer base 4.Distinct place in the automobile market 5.Integrated battery manufacturing at Gigafactory 6.Rapid expansion of its supercharging network in China 	<ul style="list-style-type: none"> 1.Increased attention towards reducing fossil fuel consumption 2.Expanding the ecosystem to explore related market opportunities 3. Expansion of insurance business internationally",
Opportunities	Threats
<ul style="list-style-type: none"> 1.Exit of UK from European Union 2.Limited supplier network base 3.Foreign currency exchange rates risk 4.Huge competition in automobile market 5.Accidents due to autopilot mode 6.Possible issues with lithium-ion cells"]] 	<ul style="list-style-type: none"> 1.

PESTLE Analysis :

The PESTLE Analysis for Tesla is given below:

Political	Economical
<ol style="list-style-type: none"> 1. Initiatives taken by national and state governments to encourage manufacturing and sale of electric vehicles 2. Tariff imposed on the automobile industry 3. Impact of Russia-Ukraine war on automobiles 	<ol style="list-style-type: none"> 1.Improvement in global economy coupled with rise in sales of electric vehicles 2.Dip in prices of electric batteries to make electric vehicles affordable 3.Rise in power cuts and heat waves affecting EV charging facilities
Social	Technological
<ol style="list-style-type: none"> 1.Improving preference of low carbon footprints and use of renewable energy 2.Increasing preference towards electric cars 3.Adverse impact of the Covid-19 led pandemic on the group's business 	<ol style="list-style-type: none"> 1.Growing use of embedded technologies in automobiles 2.Advancement of technologies to reduce carbon footprint 3.Semiconductor shortage affecting automakers worldwide 4.Employment of Humanoid robots in factories
Legal	Environmental
<ol style="list-style-type: none"> 1.Increased regulations related to automobile standards by various governments 	<ol style="list-style-type: none"> 1.Increasing concern towards greenhouse gas emissions due to automobiles 2.Tesla will no longer accept Bitcoin over climate concerns

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