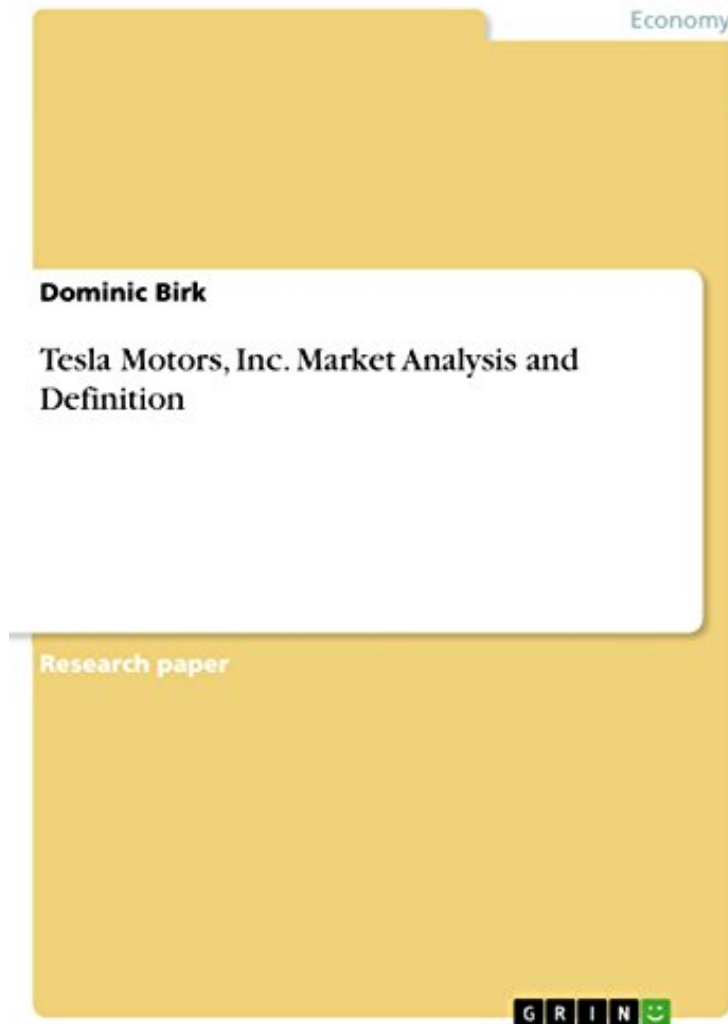


Tesla Motors, Inc. Market Analysis and Definition

Dominic Birk

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Research Paper (undergraduate) from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of applied sciences, Cologne, language: English, abstract: More than 100 years after the invention of the internal combustion engine, incumbent automobile manufacturers are at a crossroads and face nowadays significant industry-wide challenges. The reliance on the gasoline-powered internal combustion engine as the principal automobile powertrain technology is connected with several negative aspects: It raises environmental concerns, creates dependence among industrialized and developing

nations on imported oil and it also exposes consumers to volatile fuel prices. All these challenges offer a historic opportunity for companies with innovative electric powertrain technologies to lead the next technological era of the automotive industry. Therefore, the objective of this assignment is to analyze the market situation of the all-electric vehicle manufacturer Tesla Motors, Inc. and to find out its unique selling proposition. The focus will be on the company's domestic market, the United States of America. Moreover, this assignment will only take Tesla's automotive products into consideration.