



Tesla Marketing Analysis



Industry and Company

Industry:

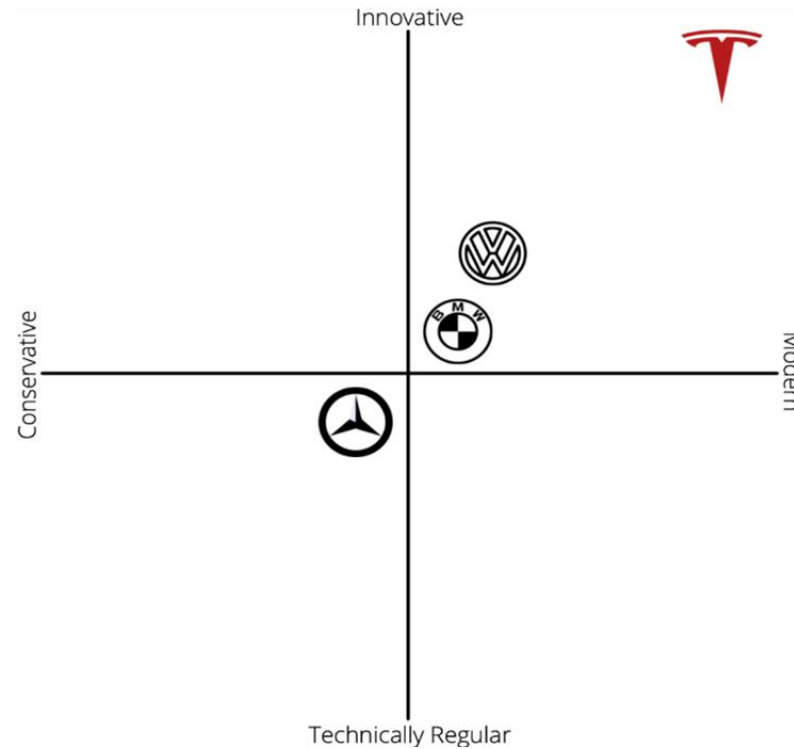
- The Australian automotive industry comprises of - motor vehicle manufacturers, retailers, suppliers and researchers that design, develop, manufacture and innovate motor vehicles
- EV industry is a booming market as there is an abundance of importance given towards a greener industry

Company:

- Tesla was founded in 2003
- Roadster, being their first car
- Popular for innovation technology
- Disruptor technology



Competitor Analysis



- BMW
- Mercedes
- Volkswagen



Key Challenges

Challenge 1

Brand loyalty to competitors is a challenge for attracting middle-aged customers

Challenge 2

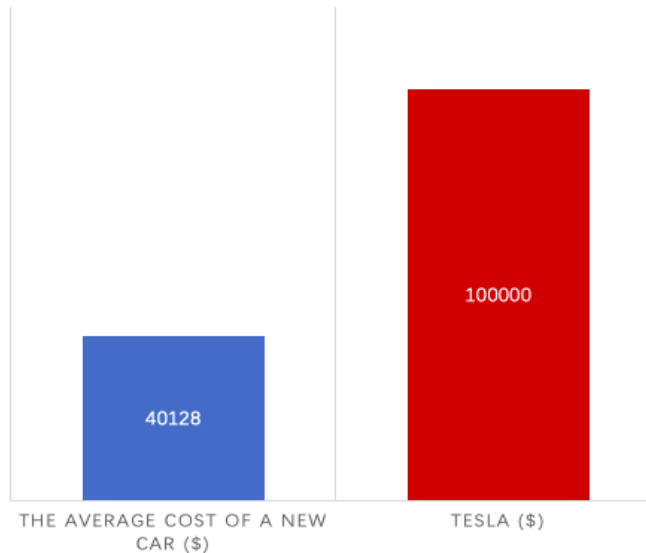
Consumer anxiety over driving range and charging



Price and Product

Price

TESLA PRICES AND MARKET
AVERAGE PRICES



Due to the high price, Tesla may face challenges in Australia market

Product

Differentiation 1

Tesla users can customize their cars instead of choosing only a few options given by the traditional manufacturers

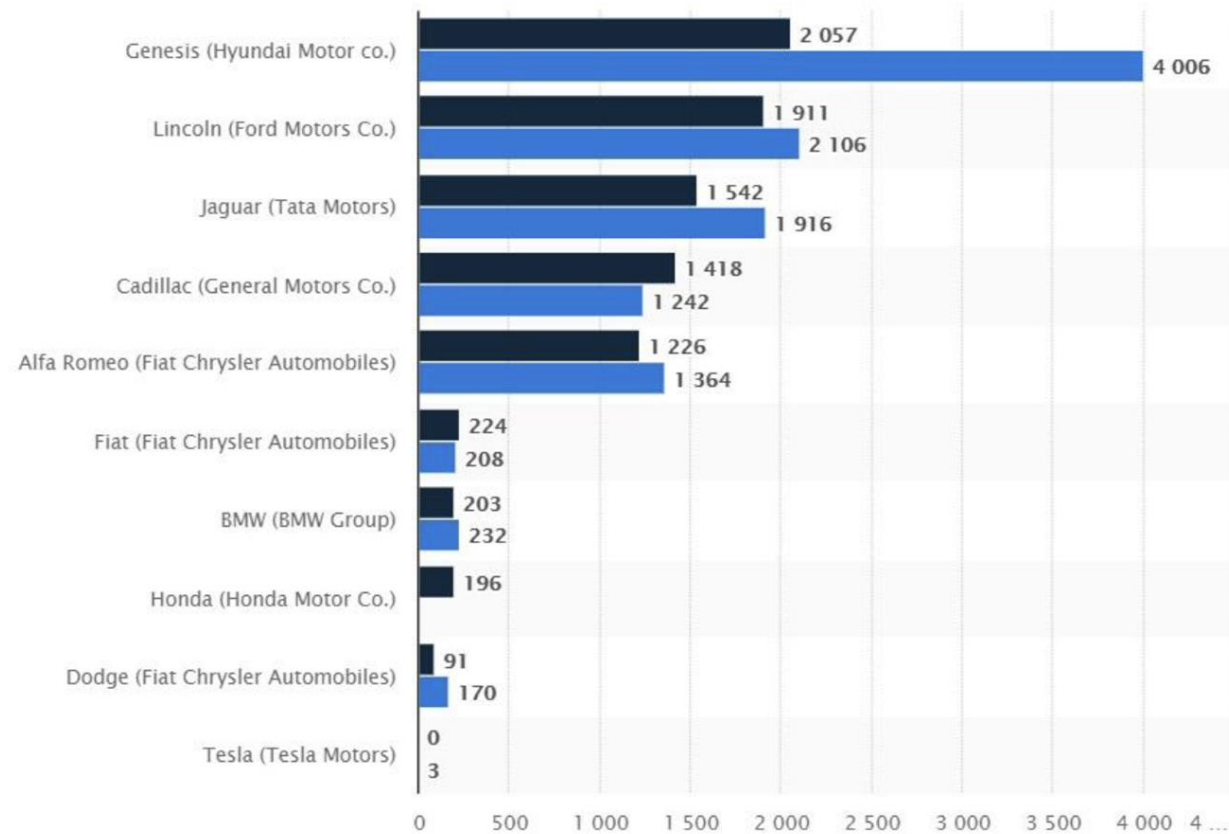
Differentiation 2

Tesla supports regular software updates, which allows consumers to enjoy the latest technology



Promotion

- Spend nothing on Ads
- Referral Program
- Social Media



Place

Online selling channel only



TESLA

🌐 AU

Model S

Est. Delivery: 2022

663km **250km/h** **3.2s**
Range (est.) Top Speed 0-100 km/h

Dual Motor All-Wheel Drive

Long Range \$129,990

Tri Motor All-Wheel Drive

Plaid \$174,990

Plaid+ \$199,990

Specs displayed are US values. US model shown.



\$155,231 Drive Away Price

\$148,031 After Est. Savings

[Calculate Financing](#)

FEATURES

SWOT Analysis

Strength:

- Leading brand in Australia since 2012
- 2019-2020, double sales than all other competitors combined
- 9,588 Tesla EV registered in Australia

Weakness:

- Low productivity, Tesla's production was reduced by 31% in 2019
- Unable to meet the market demand





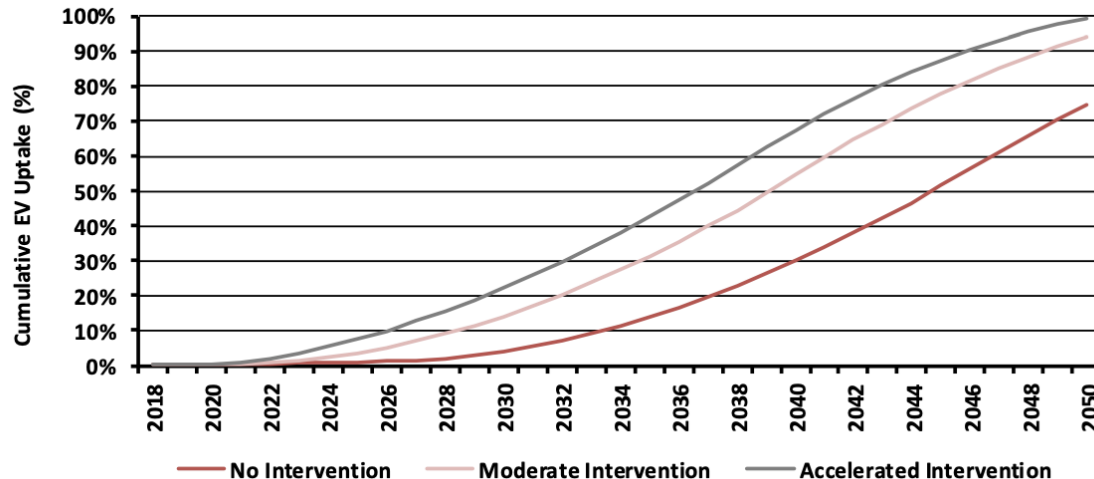
SWOT Analysis

Opportunity:

Environmentally friendly product has an enormous potential market in Australia

Threat:

- Lacks policies to encourage EV uptake
- Only 0.6% of new vehicle sales in Australia compared with a global average of 4.2%





TESLA

Thank You