

摘 要

本篇论文旨在探讨特斯拉新能源汽车的营销战略，并分析其优势和不足之处，提出改进建议。特斯拉公司是一家美国电动汽车和可再生能源公司，以其高端电动汽车和创新技术而闻名。

首先，本文介绍了特斯拉公司的历史和背景，以及其在可持续发展领域的愿景和目标。随着全球对环境和能源的关注不断增加，电动汽车逐渐成为了替代传统燃油汽车的主流选择。

其次，本文重点讨论了特斯拉的营销战略。SWOT 分析法分析了特斯拉营销战略的优缺点，并提出了相应的建议。特斯拉的市场定位和品牌形象塑造非常成功，但也存在一些挑战，比如高价位的产品定位可能会限制其市场份额。因此，本文提出了一些改进建议，包括加强价格竞争力、拓宽销售渠道、改进客户服务等方面，以帮助特斯拉进一步提高其市场竞争力和发展潜力。

最后，本文也运用了 STP 战略分析了特斯拉的市场定位方面，特斯拉针对高端消费者，并强调其产品的环保和科技特点。在产品定价方面，特斯拉采用高价位策略，定位自己为高端品牌，并借助电池技术的成本下降逐步降低价格，以满足更广泛的消费者需求等。

总之，特斯拉是一家具有创新性和社会责任感的企业，其营销战略也是其成功的重要原因之一。然而，市场竞争日趋激烈，特斯拉需要不断优化其营销策略，以保持竞争优势。希望本文的研究对于特斯拉公司及我国新能源汽车企业制定营销战略能有一定的参考价值。

关键词：特斯拉；SWOT 分析；STP 战略；竞争优势

ABSTRACT

This paper aims to explore the marketing strategy of Tesla's new energy vehicles, analyze its strengths and weaknesses, and provide improvement suggestions. Tesla is an American electric vehicle and renewable energy company known for its high-end electric vehicles and innovative technology.

Firstly, this paper introduces the history and background of Tesla, as well as its vision and goals in the field of sustainable development. With the increasing global focus on the environment and energy, electric vehicles have gradually become a mainstream alternative to traditional fuel vehicles.

Secondly, this paper focuses on discussing Tesla's marketing strategy. The SWOT analysis method analyzes the strengths and weaknesses of Tesla's marketing strategy and proposes corresponding suggestions. Tesla's market positioning and brand image shaping are very successful, but there are also some challenges, such as the high-priced product positioning that may limit its market share. Therefore, this paper proposes some improvement suggestions, including strengthening price competitiveness, expanding sales channels, and improving customer service, to help Tesla further enhance its market competitiveness and development potential.

Finally, this paper also uses the STP strategy to analyze Tesla's market positioning, targeting high-end consumers and emphasizing the environmental and technological features of its products. In terms of product pricing, Tesla adopts a high-price strategy, positioning itself as a high-end brand and gradually lowering prices with the cost reduction of battery technology to meet the needs of a wider range of consumers.

In conclusion, Tesla is an innovative and socially responsible enterprise, and its marketing strategy is one of the important reasons for its success. However, market competition is becoming increasingly fierce, and Tesla needs to constantly optimize its marketing strategy to maintain its competitive advantage. Hoping that the research in this paper has certain reference value for Tesla and Chinese new energy vehicle companies in formulating marketing strategies.

Key words: Tesla; SWOT analysis; STP strategies; competition advantage

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Chapter One Introduction

Tesla Motors has disrupted the automotive industry with its innovative and sustainable approach to designing and manufacturing electric vehicles. Founded in 2003, the company has quickly gained a reputation for pushing the boundaries of automotive technology and delivering exceptional customer experiences.

Marketing has played a critical role in Tesla's success, as the company has relied on a unique approach that focuses on creating a strong brand identity, fostering a community of loyal customers, and leveraging digital platforms to reach new audiences. In recent years, Tesla has become one of the most valuable automakers in the world, with a market capitalization that exceeds that of established giants like Ford and General Motors.

Despite facing numerous challenges, including production issues, regulatory hurdles, and intense competition from both traditional automakers and new startups, Tesla has continued to thrive, driven in large part by its innovative marketing strategies. The company's success has led many analysts and industry experts to study its approach, seeking to understand how Tesla has managed to disrupt a highly competitive industry and build a passionate following among consumers.

This research aims to explore Tesla's marketing strategy in depth, examining the key tactics and techniques the company has used to build a strong brand and drive sales. Through a combination of primary and secondary research, this study will investigate Tesla's marketing approach, looking at the company's advertising campaigns, social media presence, and customer engagement efforts.

The research will also explore the impact of Tesla's marketing strategy on its sales and revenue growth, as well as the challenges the company faces in a highly competitive and rapidly evolving industry. Additionally, the study will examine the role of Tesla's marketing team, analyzing their methods for identifying target audiences, developing messaging, and measuring the effectiveness of their campaigns.

By gaining a deeper understanding of Tesla's marketing strategy, this research will provide valuable insights for other automotive companies and businesses looking to develop innovative and effective marketing campaigns.

In addition, the study will examine the role of sustainability in Tesla's marketing strategy, as the company has positioned itself as a leader in the movement towards cleaner and more sustainable transportation. The research will investigate how Tesla's focus on sustainability has influenced its marketing messaging and how it has resonated with consumers.

Ultimately, this research seeks to provide a comprehensive analysis of Tesla's marketing strategy and its impact on the automotive industry. It will contribute to the broader body of knowledge on marketing in the automotive industry, as well as providing a framework for further research into the unique challenges and opportunities of marketing electric vehicles.

Chapter Two Analysis of Tesla's Marketing Environment in China

Chapter one discussed the importance of marketing strategy in the automotive industry, with a particular focus on Tesla Motors. It highlighted the critical role of marketing in Tesla's success. In this context, Chapter two will delve deeper into the internal marketing environment analysis of Tesla Motors, examining the factors within the company that impact its marketing strategy.

2.1 Internal Marketing Environment Analysis

Internal marketing environment analysis refers to the process of examining the internal factors within an organization that can impact its marketing strategies and overall success.

2.1.1 History of Tesla

Tesla Inc. is an American electric vehicle and clean energy company, founded in 2003 by Martin Eberhard and Marc Tarpenning, with Elon Musk joining as an investor in 2004 and taking over as CEO in 2008. The company is named after the inventor and electrical engineer Nikola Tesla.

Tesla's first car, the Tesla Roadster, was introduced in 2008, and was the first production electric sports car to go on sale in the United States. The company's Model S, a luxury electric sedan, was released in 2012, and quickly became a favorite among car enthusiasts, earning numerous awards and accolades.

Over the years, Tesla has faced numerous challenges, including production delays, recalls, and financial difficulties. However, the company has continued to innovate and push the boundaries of what's possible in the electric vehicle and clean energy industries.

Today, Tesla is one of the world's most valuable car companies, with a market capitalization of over \$900 billion as of 2023. The company continues to expand its product offerings, with new models such as the Model Y SUV and the Cybertruck pickup truck in the works, as well as new technologies such as self-driving software and advanced battery technology.

2.1.2 Brand Positioning of Tesla

Tesla's brand positioning is focused on the development and production of electric vehicles and clean energy products. The company's mission is to "accelerate the world's transition to

sustainable energy.” Tesla strives to make electric vehicles accessible to everyone through the development of innovative technologies and the production of high-quality electric vehicles.

Overall, Tesla's brand positioning is focused on innovation, sustainability, and luxury, with a strong emphasis on the company's role in driving the transition to a clean energy future.

2.1.3 Operating Conditions of Tesla in China

Tesla entered the Chinese market in 2014 and has since gained a significant market share. In 2020, Tesla sold 147,445 electric vehicles in China, accounting for 30% of the country's electric vehicle market. Tesla's Model 3 was the top-selling electric vehicle in China in 2020. Furthermore, Tesla has continued to expand its operations in China, including building a new factory in Shanghai and launching new models tailored to the Chinese market. The company has also been working to improve its relationships with Chinese regulators and build partnerships with local companies to strengthen its position in the country.

2.2 External Marketing Environment Analysis (PEST Analysis)

The macro environment includes factors such as political, economic, social, technological, environmental, and legal factors, often referred to as PEST analysis. These factors are usually outside the control of the organization and can have a significant impact on its operations and profitability.

For Tesla, this analysis would include examining factors such as government policies, economic conditions, technological advancements, customer preferences, competition, and supply chain issues.

2.2.1 Political Environment Factors

Government regulations related to emissions and fuel efficiency standards put impact on Tesla's business, as the company's focus on electric vehicles and sustainable energy is often driven by these regulations. For example, changes to regulations can impact the cost of producing and selling electric vehicles, as well as the demand for such vehicles. International trade agreements and tariffs can also impact Tesla's profitability, as the company operates in countries around the world and is impacted by changes in trade policies. For example, the U.S.-China trade war led to tariffs on imported goods, including automobiles, which impacted Tesla's profitability in China.

2.2.2 Economic Environment Factors

The demand for electric vehicles and renewable energy solutions is influenced by economic factors such as consumer spending power, inflation, and interest rates. For example, if the economy is experiencing a downturn, consumers may be less likely to purchase high-end electric vehicles.

Changes in the availability of government incentives and subsidies can also impact the demand for Tesla's products. For example, if government incentives for purchasing electric vehicles are reduced or eliminated, demand for Tesla's vehicles could decline.

2.2.3 Social Environment Factors

Tesla's brand image is influenced by social factors such as consumer attitudes towards environmental sustainability and the adoption of new technologies. For example, if environmental concerns become more prevalent, consumer demand for electric vehicles and renewable energy solutions could increase, benefiting Tesla.

The company's success in markets such as China may be influenced by cultural factors, such as consumer preferences for local brands and design aesthetics. Tesla has had to adapt its marketing and product offerings to cater to these preferences.

2.2.4 Technological Environment Factors

The automotive industry is constantly evolving due to advancements in technology. The technological environment factors in the automotive industry include various technological advancements such as electric vehicles and autonomous driving.

Electric vehicles are becoming increasingly popular in the automotive industry due to the rising concern for the environment and the need for more sustainable forms of transportation. With the advancement of battery technology, electric vehicles are becoming more practical for everyday use, with longer ranges and faster charging times.

Autonomous driving is another technological trend that is rapidly changing the automotive industry. With the development of advanced driver assistance systems and the ongoing research and development of self-driving cars, the automotive industry is shifting towards a future where cars are not just means of transportation, but also a mode of relaxation and entertainment.

In conclusion, the technological environment factors in the automotive industry are rapidly changing and evolving. The development and adoption of electric vehicles and autonomous driving are transforming the automotive industry and shaping the future of transportation. The automotive companies that can adapt and innovate in this technological environment will have a competitive advantage in the marketplace.

Chapter Three SWOT Analysis of Tesla

After analyzing Tesla's marketing environment in China, it is important to examine the company's internal strengths and weaknesses as well as external opportunities and threats. This can be achieved through a SWOT analysis, which will provide insights into how Tesla can leverage its strengths and opportunities while addressing its weaknesses and threats to maintain a competitive edge in the Chinese market.

3.1 Strengths of Tesla

Strengths refer to the internal factors that contribute positively to an organization's performance, competitive advantage, and overall success. Below are some strengths of Tesla:

3.1.1 Brand Advantage in the Field of New Energy

Tesla has established itself as a leader in the new energy field due to its strong brand identity and innovative technology. One important aspect of Tesla's brand advantage is its commitment to sustainability. The company has placed a strong emphasis on sustainability in both its products and operations, which has resonated with environmentally conscious consumers. Tesla's clean energy solutions have helped to reduce greenhouse gas emissions and promote a more sustainable future.

Another key factor in Tesla's brand advantage is its cutting-edge design. The company's electric vehicles are known for their sleek, modern aesthetic and advanced technology features. This has helped Tesla to appeal to consumers who value both style and innovation. In addition, Tesla's products are designed to be functional and user-friendly, with features like Autopilot that make driving easier and more enjoyable.

Tesla's commitment to superior performance is also an important aspect of its brand advantage. The company's electric vehicles are known for their impressive acceleration, speed, and handling, which has helped to dispel the misconception that electric vehicles are slow and unresponsive. Tesla's focus on performance has helped the company to establish a passionate following of customers who value both sustainability and superior driving experience.

Overall, Tesla's brand advantage is built on a combination of sustainability, cutting-edge design, and superior performance. As the world continues to shift towards renewable energy and

electric vehicles, Tesla's strong brand identity and innovative technology position it well for continued success in the new energy field.

3.1.2 Leading Core Technology Products

Tesla, as a pioneer in the electric vehicle industry, has established a leading position in core technology products. One of the key core technologies is the battery system. Tesla has invested heavily in battery technology and developed its own battery cell technology. This has allowed them to create high-performance, long-range electric vehicles.

Another key technology product for Tesla is their self-driving technology. Tesla's Autopilot system is an advanced driver assistance system that uses cameras, sensors, and radar to provide a high level of automation for driving tasks. Tesla is continuously improving its self-driving technology, aiming for full self-driving capability in the near future.

Tesla has developed a range of software and digital products to enhance the user experience. This includes their mobile app, which allows users to remotely monitor and control their Tesla vehicles. Tesla has also developed an advanced infotainment system with features like streaming music and video, navigation, and internet connectivity.

Overall, Tesla's leading core technology products have been instrumental in establishing its dominant position in the electric vehicle market.

3.2 Weaknesses of Tesla

While Tesla has established itself as a leader in the new energy field, the company is not without its weaknesses.

3.2.1 High Prices Compared to Competitors in the Same Category

Tesla's high prices compared to competitors in the same category can be considered as a weakness for the company. While Tesla's electric vehicles are known for their advanced technology, sleek design, and exceptional performance, their prices are considerably higher than their competitors' vehicles in the same category. According to a report by Kelley Blue Book, the average price of a new electric vehicle in the United States in 2020 was around \$55,600. In comparison, the starting price of Tesla's Model 3 was \$38,190, while the Model S started at \$79,990. This indicates that Tesla's prices are significantly higher than the average price of electric vehicles in the market. This high pricing strategy can limit Tesla's market share and make their products less accessible to a wider range of consumers. It may also result in potential customers choosing lower-priced options from other competitors. Therefore, Tesla needs to evaluate its

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