

# [Due the main source of differentiation for](https://assignbuster.com/due-the-main-source-of-differentiation-for/)

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due to buyers perceiving differences between the Tesla product and the competitors. Thedifference does not have to be big, but the innovations Tesla are making dissociate fromothers. The differentiation does not only happen with the product but with the entire brand. The main source of differentiation for this product are in the product’s functional aspects. There are differences in the reduction cost of cargo transport, while increasing safety andmaking it really fun to operate. As to the positioning strategy, Tesla Semi Truck, the new vehicle aims to provide theircostumers the best experience in cargo transports. Drivers’ comfort being highlight, for thehigh quality, and saving over time, especially because private driver’s isn’t the targetaudience.

Fleet operators looking to keep costs low are a different audience altogether. Thepositioning strategy will also focus on the positioning of the brand between competitors, asthe goal for the new product is to be the most innovative truck and to fulfill the costumersneed. Tesla Semi truck will become over time the leading electric-car company’s and the mostinnovative one. 3. 3 The marketing mix, or 4P, is composed by: Product: Tesla, originally called “ Tesla Motors”, is a company specialized in electricautomotive, energy storage and solar panel manufacturing. The company is based inCalifornia and was founded in 2003. Their best seller is the “ Model S”, a plug-in electric car.

On November 16th 2017, they presented their new product called “ Semi”, which is supposedto be produced in 2019. “ Semi” is the first juggernaut presented by Tesla. This is an electrictruck that will go from 0 to 60 mph in 5 seconds (against 20 seconds for a regular truck).

Itwill be composed by 4 electric motors, and its autonomy will be around 800km when it’s fullycharged (38 tons). Semi will be equipped by a new system called “ Enhanced Autopilot”; itwill be able to follow another truck. It will also be equipped with cameras and captors, toavoid blind spot, and with an automatic braking system.” Semi” will be the first electric truck on the market. Price: Tesla uses a premium pricing strategy. This technique includes utilizing highvalue focuses based on uniqueness or high esteem ascribed to the organization’s items. Forinstance, clients will pay generally high costs for Tesla cars, which are seen progressed as faras innovation and biology. Along these lines, development and item configuration arenoteworthy factors in effectively utilizing this evaluating procedure.

Premium valuingconcurs with Tesla’s nonexclusive procedure of separation, which underlines uniqueness ofitems. Place: An association offers its items through such settings. In the case of Tesla, thefollowing placed are utilized: Official Company WebsiteCompany-owned Stores and GalleriesCompany-owned Service CentersClients can check the “ Semi” at organization claimed stores and displays situated in malls andother areas. However, clients need to utilize the brand’s website to finish sales transactions. Additionally, the organization owns its administration centers, where clients can get to repairand maintenance services, and where the firm can render benefits as a feature of its businesscontracts. The place component of Tesla emphasizes significant corporate control on the saleand distribution of products. Promotion: To promote “ Semi”, Tesla needs to use viral marketing.

Viral marketinghas the biggest contribution in the company’s ability to communicate with customers. Teslaneeds to use public relations to boost its popularity. For example, they can present theadvantages of the product, and highlight the fact that this product is brand new on the market. 4. As we are launching another vehicle, it is essential to gauge its prosperity and itsdevelopment in the market. In order to check whether planned objectives have been achieved, at the end of its first year Tesla Semi will do annual control, by measuring the market shareand analyze sales. We will gather data about the market we will work in, dissect our potentialrivals and concentrate on their qualities and shortcomings.

Also, we will look at the trends ofthe moment to satisfy our customers in the best of ways. Additionally, productivity of the itemand of the line on its entire will be controlled, to assess and enhance the effect of promotinguse. Lastly a marketing controller position will be established in order to measure Tesla Semiefficiency.