

Due the main source of differentiation for

Business, Marketing



due to buyers perceiving differences between the Tesla product and the competitors. The difference does not have to be big, but the innovations Tesla are making dissociate from others. 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 and making it really fun to operate. As to the positioning strategy, Tesla Semi Truck, the new vehicle aims to provide their costumers the best experience in cargo transports. Drivers' comfort being highlight, for the high quality, and saving over time, especially because private driver's isn't the target audience.

Fleet operators looking to keep costs low are a different audience altogether. The positioning strategy will also focus on the positioning of the brand between competitors, as the goal for the new product is to be the most innovative truck and to fulfill the costumers need. Tesla Semi truck will become over time the leading electric-car company's and the most innovative one. 3. 3 The marketing mix, or 4P, is composed by: Product: Tesla, originally called "Tesla Motors", is a company specialized in electric automotive, energy storage and solar panel manufacturing. The company is based in California 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 supposed to be produced in 2019. "Semi" is the first juggernaut presented by Tesla. This is an electric truck that will go from 0 to 60 mph in 5 seconds (against 20 seconds for a regular truck).

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It will be composed by 4 electric motors, and its autonomy will be around 800km when it's fully charged (38 tons). Semi will be equipped by a new system called "Enhanced Autopilot"; it will be able to follow another truck. It will also be equipped with cameras and sensors, to avoid 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 high value focuses based on uniqueness or high esteem ascribed to the organization's items. For instance, clients will pay generally high costs for Tesla cars, which are seen progressed as far as innovation and biology. Along these lines, development and item configuration are noteworthy factors in effectively utilizing this evaluating procedure.

Premium valuing concurs with Tesla's nonexclusive procedure of separation, which underlines uniqueness of items. Place: An association offers its items through such settings. In the case of Tesla, the following places are utilized: Official Company Website, Company-owned Stores and Galleries, Company-owned Service Centers. Clients can check the "Semi" at organization claimed stores and displays situated in malls and other 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 repair and maintenance services, and where the firm can render benefits as a feature of its business contracts. The place component of Tesla emphasizes significant corporate control on the sale and distribution of products. Promotion: To promote "Semi", Tesla needs to use viral marketing.

Viral marketing has the biggest contribution in the company's ability to communicate with customers. Tesla needs to use public relations to boost its popularity. For example, they can present the advantages 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 its development 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 share and analyze sales. We will gather data about the market we will work in, dissect our potential rivals and concentrate on their qualities and shortcomings.

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