

TESLA motors future and the car industry competition

Assem Hijazi – Experience, Knowledge & Ideas

I think Tesla need to change their strategy for the coming years, I am sharing some points of my vision: Red Ocean industry. Telsa is not any more have unique value proposition with the car industry , Today Tesla facing almost the whole car industry in the coming few years. Most of the car main factories produce full electric car with reasonable TCO for consumption of electricity versus gas including the hybrid cars. Battery supplier. Due to the Tesla advance batteries, Tesla can add new strategy to customize their batteries to be used by new electric cars produced by different factories. They can even enhance the hybrid cars and gain a lot of revenue for mass coverage for car industry. Home power and appliances. If Tesla focus in special batteries for home appliances or the electric power of homes , they can produce batteries for home appliances factories and home power systems which allows the power to run on 50% of electricity and 50% on batteries for example like hybrid cars between gas and electricity. That can produce huge save of electricity usage beside other green energy solutions available today Telsa can become like Intel for the car industry “Telsa Inside”nbsp;