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ANALYSIS OF TESLA'S MARKETING STRATEGY IN CHINA

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ABSTRACT: Due to the rise of the automobile industry, all kinds of automobile brands have come into people's eyes. Under China's "five-in-one" policy, it has promoted the development of the domestic new energy vehicle market and the construction of new energy vehicle infrastructure. At the same time, the domestic sales of new energy vehicles under the Tesla brand have increased significantly, especially the sales of Model 3 are ahead of other domestic new energy vehicle brands. But with this alone, it is impossible for Tesla to have the current situation, indicating that his success is inseparable from his marketing strategy. At the same time, his success has impacted the traditional automobile industry of domestic brands on the one hand, and on the other hand triggered the reform of the automobile industry. While injecting fresh blood into the automobile industry, it also brought a new technological revolution to the automobile industry.Based on the domestic macro and micro economic conditions and the new energy vehicle development policies issued by the country, coupled with the use of traditional marketing theories, from the company's target market and customer needs to the company's market positioning, a detailed analysis of Tesla Motors The company's marketing environment in China finally studied and formulated Tesla Motors' marketing and portfolio strategies in China, namely products, pricing, promotions and channels.

KEYWORDS:*Tesla; New energy vehicles; The marketing strategy*

I. INTRODUCTION

According to data from China Passenger Car Association (China Passenger Car Association) in June 2020, Tesla (Tesla) was the best-selling car among China's new energy vehicles in May. Even if Tesla has been severely affected by the epidemic since January 2020, the sales level of its car products has dropped significantly, and Tesla's products and sales are no less inferior to other new energy car brands. Data shows that Tesla sold 11,563 units of pure electric vehicle product sales in May 2020, of which Model 3 sales are the main force, accounting for most of the total sales. BYD, which sold first in April of the same year, ranked second with 5,511 units. In addition, the bottom three occupying the top five in the world are Trumpchi with 4227 vehicles, Baojun with 3573 vehicles, and Weilai with 3376 vehicles. Although part of the reason is the continuous decline in car market prices caused by the localization of Model 3 models, leaving aside the main reason of price, why a Chinese foreign-funded enterprise brand is able to overwhelm the brands of other countries' new energy vehicle companies? It can be seen that Tesla is in the marketing model. There are some places worth learning from and learning from my country's domestically produced new energy vehicles.

II. OVERVIEW OF TESLA

2.1Introduction to Tesla

Tesla's name originated from Nikola Tesla, a scientific genius at the end of the 19th century and the beginning of the 20th century. This famous scientist has made great contributions to electric and electromagnetic engineering, and has profoundly affected everyone in the world. It is precisely because of the inheritance and continuation of this outstanding man's advanced scientific management ideas that Tesla Motors has been dedicated to creating a unique style, shape, high efficiency and acceleration, and good control system performance in the market. As the most fuel-efficient car in the world, this is exactly what Tesla Motors has been pursuing. In 1996, Martin Eberha, a half-environmentalist, half a fan's great car producer and creator, wanted to find a new type of sports car with economical fuel consumption per kilometer and ultra-low carbon dioxide emissions. But nothing happened.

However, these have proved that it is difficult but possible to build a pure electric vehicle with higher performance. The real difficulty is not how to find a think tank to help design such new energy vehicles, nor how to ensure that you have enough manpower and funds to support such manufacturing and creation, but how

to develop on this plane or in a straight line. The slow-changing new energy vehicle market produces and sells such new energy vehicles for itself. But fortunately, Martin Eberhard's design concept that he is going to build a new high-performance electric vehicle is that the economic diversification and socialist globalization of the economy in the field of new energy vehicles in our country are slowly proceeding. Changes only happen, so under this background environment conditions can prompt Martin Eberhard and his colleagues to build a truly creative new electric car.

On July 1, 2003, the new energy vehicle company under Tesla (Tesla) was officially registered and established in Silicon Valley, Philadelphia, California, USA. It integrates a unique rectangular appearance and overall shape, efficient high-speed automatic brake acceleration, good high-speed operation and automatic control system performance, and advanced manufacturing technology into the body, which directly promotes its rapid development and becomes the fastest driving speed on high-speed roads. It is also a light vehicle that can greatly save a lot of fuel. Elon Musk, Tesla's global chief marketing officer, said that the car company is actively working to provide every ordinary household consumer and ordinary business person with pure-power electric vehicles that are not necessary for their ordinary household consumption. One of its strategic visions is to "accelerate the global transition to sustainable energy."

2.2 Tesla Product Introduction

In February 2008, Elon Musk, as one of the main founders of Tesla, bought the first Tesla Roadster. It is the first pure electric vehicle that uses lithium battery technology and can continue to drive more than 30 kilometers every time it is fully charged on the road. And Roadster once again set a new world record (501 kilometers) in the Global Automotive Green Track Challenge held in Australia and the United Kingdom on October 7, 2009. Its lowest and highest target average sales in the United States is about 109,000 US dollars, the lowest target average sales in the United Kingdom is about 86,950 pounds, and the lowest target average sales in Europe is about 84,000 euros. At the same time, as a pure electric vehicle, Rroadster already has the qualification to receive government subsidies in Europe.

Roadster research and development are based on the Elise sports car culture of Lotus Motor Co., Ltd. (Lotus). The main technologies in the three major areas are batteries, motors, and transmission systems. Most of Tesla's transmission system technology is from Acpropulsion; its battery and motor components are made of 18650 batteries manufactured by China's Panasonic Corporation and Taiwan Tomita Electric. The origin of this AC motor can be traced back to the genius inventor Nikola Tesla more than 150 years ago, who is also the name of the Tesla enterprise.

The design of Tesla Model 3 puts safety as the top priority. The internal frame structure of the car body is all made of high-quality stainless steel magnesium-aluminum composite cement and mixed aluminum-magnesium metal. In a dual test of internal safety inspection and car rollover, Model 3 successfully and effectively withstood a huge car weight four times the mass of its own vehicle under the special conditions of the vehicle being equipped with a huge panoramic windshield and a large roof. Pressure, this is roughly equivalent to two African elephants that are still young.

Model 3 relies on its unique forward collision force and cushioning power system body structure, sturdy side impact flight cabin, excellent forward tilt and side impact steering protection and far vision lower than the huge roll angle and collapse collision of other similar models on the market. Risk, in 2015, the National Highway Traffic Safety Administration (NHTSA) of all highway inspection vehicle categories and sub-vehicles were officially rated as a five-star safety vehicle rating in the United States. The form design of the overall decoration is mainly carried out around the body action diagram and direction diagram of the car driver, which is very specific. It can either directly control the electric car through the 15-inch key touch screen, or directly use its smart phone to automatically convert the key on the electric car into a smart door lock for controlling the electric car at any time, and we can access the electric car All electric cars in the key touch screen carry out the selection of the driver and the controller. It also has a top roof with panoramic decorative glass. The entire panoramic glass extends from the top root of the front and the canopy all the way down to the top roof, so that all passengers sitting in the front seat and in the rear can be equally able to It has a wide panoramic viewing space.

Model S is a full-size small, high-performance pure electric luxury sedan produced by Tesla Motors in the United States directly at the BMW 5 Series in China. It was officially mass-produced and put on the market in mid-2012. It not only has a more extreme lateral driving to increase speed and endurance, extremely low maximum drag braking coefficient and higher driving efficiency, but also makes it combined with a wider large car body and circular chassis, linear steering acceleration And its ability to adapt to corners makes it perform better.

In addition, Model S is built based on the joint development technology of pure electric vehicle platform. It has a high-strength electric body structure frame and a hard lithium battery engine group installed on the chassis on both sides of the electric vehicle body, which can effectively reduce the side. Overturn risk to ensure the safety

of personnel in the car. And all the details of the body surface are designed to be the ultimate, achieving aerodynamic performance far surpassing the same level of models. All Model S comes standard with Tesla's latest active safety features, including automatic emergency braking, etc., at no additional cost. It also has unique automatic auxiliary road navigation and driving, automatic auxiliary road lane change, call and control functions.

Tesla Tesla On February 9, 2012, Tesla Motors launched the full-size pure electric suv Model X, and its rear doors and windows adopted the more advanced design of the eagle wing door style. With their ultrasonic driving force and solenoid valve drive, they can achieve 0-96 km/h acceleration. The full-size pure electric suv started mass production in 2015. Model X fully integrates many advantages such as large space, suv performance advantages, and electric vehicles.

Model X has a battery life of up to 547 kilometers and has a 17-inch touch screen. It does not require physical steering gear shift levers and automatic gear shifting operations, so you can experience a relaxed and comfortable driving mode. It has a hidden vehicle-mounted central air conditioner, which intelligently automatically adjusts the airflow rotation cycle, which is clean and natural. In addition, it also comes standard with a super large panoramic windshield, which has a wide and bright interior space. You can also choose five, six or seven seats according to different vehicle requirements.

As a small electric car, Model Y has an average cruising range of 594 kilometers at least, which is the same as several other Tesla electric models. But since Model Y created this smart car in 2007, it has regarded car safety design as one of the most important parts of the entire automotive electronic product design and manufacturing process. The center of gravity of the whole vehicle is an intermediate support point at the bottom of the whole vehicle, and it adopts a mechanized overall vehicle body support structure with high load-bearing strength and sufficient vehicle collision force and buffer, which effectively greatly reduces the damage caused There is a huge risk of casualties. One of its biggest advantages is that it has both comfort and economic practicability at the same time, and can accommodate 5 foreign tourists and a small bag that their families carry with them at the same time. Each seat box in the second row can be placed separately for automatic folding or placed flat separately, for loading and transporting various valuables such as small skis, small sports furniture, suitcases and so on. The hatchback electric door is located at the bottom of the trunk, and the large-diameter door opens, making it easy and quick to take out and store anything and other items. The interior design is simple, with a standard 15-inch central touch screen and immersive hybrid acoustic stereo system. The driving position and the internal space of the seat are greatly adjusted, and the internal space of the front glass panel is greatly reduced. The overall vision will also become more cheerful.

III. MACRO-ENVIRONMENT ANALYSIS-PEST ANALYSIS

3.1 Political Environment

In Political environment Since the 1990s, China's economic situation has been relatively stable. Its basic feature is that there is no serious social unrest, political protests, violent conflicts, and huge confrontations between people at all levels of society. There are three basic information elements for the stability of China’s national political situation: 1. The country and the rulers are not without any major differences; the rulers adjust themselves according to the economic and social development; 3. It does not cause the people and the general public. Serious dissatisfaction with the ruler. Because these three basic conditions are met at the same time, China's political situation has maintained stability since 1990.

In addition, the Chinese People's Government also vigorously supports the development of technologies and industries related to new energy vehicles from a policy perspective. In April 2020, in order to support the development of my country's new energy vehicle industry and promote the global market and consumption of new energy vehicles, documents and announcements concerning the exemption of vehicle purchase tax for China's new energy vehicles and other relevant national policies were issued; Support the high-quality development of new energy vehicle-related industries, do a good job in the promotion, application and promotion of new energy vehicles, promote the consumption of new energy vehicles, and issue the "Notice on Improving Financial Subsidy Policies for the Promotion and Application of New Energy Vehicles." In addition, Tesla officially announced on May 18 that the owner of one of the prototypes will obtain a passenger car operating license for the development of a new generation of energy vehicles by directly submitting an application in Beijing and Tianjin. It may be before that. Must participate in the new car lottery + auction through the website. Tesla has been the first to obtain a new generation of pure electric vehicle production licenses in five large and medium-sized capital cities of Beijing, Shanghai, Hangzhou, Guangzhou, Shenzhen and Beijing and Tianjin, indicating that pure power electric vehicles imported from mainland China are gradually developing Obtain more policy support from the local Chinese government.

3.2 Economic Environment

In the past year, the new crown pneumonia epidemic broke out, the world market economy severely declined, and multiple cultures were severely impacted. In the face of major challenges, my country's Communist Youth League with Comrade Xi Jinping as the central core has insisted on putting people first, putting life first, taking extraordinary actions to deal with extraordinary things, building a strong defense line for epidemic prevention and control, and coordinating economic and social development. . Notable achievements have been made in taking the lead in controlling the epidemic, restoring work and production, and realizing positive economic growth, which demonstrates the strong resilience and shock resistance capabilities of the Chinese economy. Although our country has been severely affected by the epidemic, our economy has managed to recover quickly.

First of all, my country's total economic development continues to break through the one-hundred-billion mark. In 2020, China's domestic enterprise GDP reached 101.6 trillion yuan, an increase of 0.3% over the same period last year, making it the only major market economy in the world that can directly realize the normal development of China's society and economy. Calculated on the basis of the annual average exchange rate, my country's total economic volume in 2020 is expected to exceed 17% of the global economy. my country's economic recovery has been at the forefront of other developed countries. Although my country's domestic corporate production has fallen sharply in the first quarter of 2020, the growth rate in the second quarter has changed from positive to negative, with an increase of 0.3%. In the third and fourth quarters, it increased by 4.9% and 6.5% year-on-year, respectively, out of a v-shaped development curve that can attract the world's attention, and become a major technological force that promotes the prosperity and recovery of the entire world's society, economy and culture.

The next three major industries have fully resumed work. The total added value of the primary industry's total living for the year increased by 3.0% over the same period of the previous year, of which the total output of pigs, cattle, sheep and poultry reached 76.39 million tons. A total of 430,000 hectares of farmland was added for farmland irrigation, and a total of 1.6 million hectares of farmland for efficient development of water-saving agricultural irrigation was added. The added value of the secondary industry increased by 0.6% compared with the previous year. The economic value added of the leading high-tech manufacturing enterprises above designated size continued to expand by 7.1%, accounting for approximately 15.1% of the total value added of the industrial economy above designated size, an increase of 0.7% over the previous year. The added value of the tertiary industry increased by 0.1% over the previous year, accounting for 54.5% of GDP, an increase of 0.2% over the same period last year, of which products and services such as e-commerce information transmission, software and electronic information science and technology increased by 16.9% year-on-year.

Finally, in 2020, the output of grain infrastructure production in various regions of our country was 669.49 million tons, an increase of 0.9% over the same period of the previous year, and it has been maintained at around 1.3 trillion catties for six consecutive years. In addition, energy demand has also remained stable. The total output of raw coal, crude oil and natural gas increased by 1.4%, 1.6% and 9.8% respectively over the same period of the previous year. In the whole year, there were 25.02 million newly registered market entities and an average of 22,000 newly registered enterprises every day. At the end of the year, the total number of market entity operators is expected to reach 140 million. The economic benefits of the enterprise have been developed and restored quickly. In the whole year, industrial enterprises above designated size can complete company net income of 6451.6 billion yuan on average, an increase of 4.1% over the same period of the previous year. Innovated and established a direct management mechanism for financial funds. A total of 1.7 trillion yuan was issued throughout the year, ensuring that funds can reach all grassroots and directly benefit enterprises and the people.

It can be seen from these information and data that my country's national economic management is operating stably.

3.3 Social Environment

In today's society, traditional energy sources are dwindling and depleted, and environmental pollution is becoming more severe. The development of an environmentally friendly and resource-saving new method has become the common aspiration of people all over the world. Facing the severe haze weather and melting icebergs, people expect that it can effectively reduce the continuous occurrence of automobile exhaust, environmental pollution and haze weather in our country and alleviate the melting of icebergs, truly realizing the sustainable economic development of our entire human economy. development of. In this context, all products with environmental concepts will be increasingly welcomed by consumers, such as green beverages and environmentally friendly home furnishings.

Electric vehicle companies are regarded as a completely zero-emission ecological and environmentally friendly new energy product. Its development requirements must meet the needs and orientation of our human and economic and social development, and will be affected to a large extent by consumers. welcome.

However, the current transportation situation in our country is getting worse and the operation efficiency of private cars is low. In this way, not only can the car not effectively save our travel time, but it may become a burden in our lives, contrary to the original intention of owning a car. Since the deepening of reforms and innovation and opening up for more than 30 years, with the rapid progress of socialist economic information in my country, the level of urbanization in rural areas in my country has been continuously improved year by year. In 2015, the urbanization rate in rural areas in China has exceeded 50%. However, a large number of people use their own private cars for transportation in cities, and life and material exchanges between cities have become more frequent, which has increased the burden of urban transportation management and traffic congestion. In recent years, the rate and number of private vehicles in my country's urban society have rapidly increased, leading to the continuous appearance and decline of road construction area per capita in a certain period of time. Although the basic education and supporting facilities of the urban economy have made great progress in recent years, there are still some areas with unreasonable road planning and chaotic transportation management, so they cannot meet the needs of urban development.

In addition, consumer awareness is difficult to change in the short term. Most car buyers still prefer to choose new electric vehicles that use traditional renewable energy products. They will purchase more willingly, so that they will use the car more willingly. But compared to high-end cars, car buyers are more willing to choose socio-economic and practical car companies.

3.4 Technical Environment

At present, my country has successfully developed pure electric vehicles and hybrid electric vehicles, and in the development process, a set of technical standard systems and evaluation and testing technologies have been explored. However, we should be clear that compared with the advanced technology of the international community, we still have a big gap. First of all, the important deficiencies are the core components of new energy vehicles. Although my country has made continuous breakthroughs in the field of new energy electric vehicle technology, on the whole, my country's R&D and innovation capabilities for core equipment and component products are still immature. Compared with the international advanced level, it is still in a low position.

Secondly, China's infrastructure for electric vehicles is still not very good. Although the charging station is an indispensable supporting infrastructure for an electric vehicle, the level of my country's ongoing construction is far from meeting the rapid development of new energy vehicles. If you want to achieve the goal of industrialization of electric vehicles, it must be convenient to charge, otherwise it will be difficult for many consumers to choose their own electric vehicles. Judging from the current situation of charging stations in my country, the number is relatively small and the development is not sound.

Finally, new energy vehicles are still not up to standard products. After thorough analysis and exploration, new energy vehicles can be roughly divided into three types: hybrid vehicles, electric vehicles and fuel cell vehicles. The above three models are different in their development process. In the earliest period, pure electric vehicles were manufactured. However, hybrid vehicles were the most widely used at that time. This shows that consumers still cannot fully accept pure electric vehicles and vehicles using fuel cells. But all this does not mean that my country cannot develop new energy vehicles.

On the contrary, my country has a better foundation for the development of new energy vehicles. First of all, lithium resources are abundant in the world and our country, and their industrial and technological industrialization levels are high, which can provide good resource conditions for their production. After years of industrialization and development, a lot of investment in lithium battery technology research and development funds has also been invested. The lithium battery technology varieties currently being produced and developed in China have more stable performance. Secondly, with its own lithium battery products ranking third in the world, this makes my country a veritable manufacturer and producer of lithium batteries, second only to Japan's total output of lithium batteries. And the total output of lithium power in China is second only to that between Japan and South Korea. Nowadays, my country's electric vehicles can basically complete a certain scale of production. Although the scale of the enterprise is small, the financial indicators of electric vehicles are still at a world-class international advanced level, such as high quality and good price, relatively low noise. China's early pure electric vehicles were dominated by public transportation and passenger cars, and now they are gradually turning to the development of private vehicles. For example, pure electric private vehicles manufactured by BYD have been listed and sold in China.

IV. MICRO-ENVIRONMENT ANALYSIS-SWOT ANALYSIS

a. Strengths

Tesla's technological development advantage is its key issue to ensure the company's own market competitiveness. The world's most advanced new electric vehicle manufacturing level is based on Tesla's new electric vehicle production technology. The mature power battery production management system is Tesla's

most competitive and advantage in the international market. Tesla Motors currently mainly adopts Panasonic 18650 lithium cobalt acid batteries. The entire production line contains thousands of independent batteries. It has certain characteristics such as high energy density, high safety correlation coefficient, and many cycles of charging. It maintains and maintains the stable operation of traditional cars in the market.

In comparison, there is still a certain gap between the technological level and R&D capabilities of domestic manufacturing companies and Tesla. For some domestic pure electric vehicle companies, if they want to enter a new market, the most indispensable is sufficient charging supporting service facilities. Insufficient charging facilities or imperfect facilities will restrict the sales of electric vehicles in the local market. Compared with Tesla, it has a relatively complete charging supporting service facilities. As of January 2019, Tesla has a total of 300 super Internet charging stations across the country, covering more than 140 large and medium-sized cities across the country, and the total number of super Internet charging piles has exceeded 2,200.

b. Weakness

From the perspective of Tesla's overall development, both in the current global economic and market environment, and Tesla's sales in the Chinese market have shown a positive and rapid growth. With the further expansion of Tesla's market share, its sales of new energy vehicles are also continuing to grow. However, from a production point of view, Tesla is facing serious capacity and capital shortages and cannot achieve low-cost and high-efficiency production. The main reason is that the battery drive control system of Tesla cars is still classified as belonging to the high-tech research field of information technology, and the application of a new type of material has greatly increased the safety and richness of the car. The exterior styling makes it impossible for Tesla cars to achieve automated production, which can lead to insufficient output and social market economic needs.

Although Tesla has been greatly reducing its marketing expenses through marketing methods without advertising expenses, there are still huge marketing expenses in various aspects such as production. On the one hand, the advanced lithium-ion battery technology required by Tesla cars has made it impossible for Tesla to fully realize the automated production of the system, and paying low additional raw material procurement costs and artificial intelligence costs has become an inevitable part of it; Another important aspect is that Tesla's super charging stations in China and its expansion of charging piles have also caused it to face considerable economic pressure.

c. Opportunity

At present, my country's economy is growing well, showing a trend of steady growth. The domestic and international economic environment is more suitable for the development of new energy vehicles. Moreover, China is the world's largest export market for new energy vehicles. In recent years, the new energy electric vehicle products owned by the society and the market have gained huge sales and increase. In 2018, the sales of new energy electric vehicles produced in China reached 156,000, an increase of 63.1% year-on-year; from January to October 2019, the total sales scale of new energy electric vehicles in China has reached 947,000. Although the growth rate has decreased compared with last year, it still maintains a rapid growth trend. In addition, most rural residents in China have continuously improved their awareness of environmental protection issues, and they have gradually realized the significance and importance of new energy electric vehicles for the protection of the environment and information security.

In January 2019, Tesla started a construction project in Shanghai, China, and the project has also started. In January of the same year, the first batch of domestically produced Tesla Model 3s have all been successfully completed and delivered. After the Shanghai factory was completed, Tesla became the first auto parts manufacturer exclusively owned by foreign capital in Chinese society. By building factories in mainland China, Tesla uses the advanced technology and high-end manufacturing equipment of emerging factories to achieve large-scale production. At the same time, for the purpose of maintaining the domestic economic market and the development of automobile companies, China usually imposes certain quota tariffs on the imports of its entire vehicles. Tesla chose to set up its factories in China, which can effectively avoid Import tariffs are levied, reducing production costs.

d. Threat

To develop in the Chinese market, Tesla must confront domestic imported car brands and foreign brand-name car companies. For a long time, Tesla's number one competitor in China's new energy vehicle market is BYD. The two major new energy automobile companies and their brands have conducted fierce competition and competition in the economic new energy automobile market in China and the world, showing a trend of catching up with you. In recent years, BYD has maintained a relatively leading position in promoting the marketing of new energy electric vehicles. Until 2019, Tesla's car sales exceeded 360,000, surpassing BYD's 220,000. In addition, automakers from new power companies such as Weilai, Ideal, and Xiaopeng have also

begun to make their mark in China. Tesla is facing no small threats under the double attack of traditional independent brands and emerging Internet forces.

Judging from the analysis of the current development trend of relevant policies in China, the issue of newly released related subsidy policies is more and more important to us is the stability of the power battery of new energy vehicles and its endurance. Relevant technical and economic indicators of energy vehicle products, and through the gradual reduction of subsidy policies for new energy vehicle manufacturers in these countries, the advantages of domestic automobile manufacturers are gradually disappearing. These policy changes will prompt domestic new energy automobile manufacturers to pay more attention to the application and promotion of new battery technologies in China, thereby driving the overall technological development and progress of China's new energy automobile industry on a global scale. The improvement of competitors in the same industry in terms of technology and management will seriously threaten Tesla's leading position in the technology product industry, and is not conducive to the follow-up research and development of other companies.

V. TESLA'S MARKETING STRATEGIES IN CHINA

a. Product Strategy

The form of product promotion adopted by Tesla is from high-end to low-end, top-down. This is contrary to the order of traditional car companies starting from low-end cars. Tesla first entered the luxury sports car, luxury sedan and SUV market, positioning its products as high-end fashion and green image; secondly, Tesla began to enter the civilian market. Low-end cars, by increasing sales to expand brand awareness. In addition, after building a super factory in Shanghai, China, Tesla began to realize large-scale production in China, and its sales and revenue management have risen sharply. It regards high-tech electric vehicles as its core competitiveness, and uses network direct sales + experience stores as its sales model. At the same time, it also provides a one-stop service model for the entire industry chain. As long as customers choose Tesla, they agree with Tesla, and they will enter the ecological environment system created by it.

b. Price strategy

Flexible pricing strategy is the price strategy adopted by Tesla. The prices of different styles of electric vehicles will be adjusted accordingly in accordance with changes in government policies, the market, and internal corporate decisions. Since 2019, there have been 10 changes in price or sales management strategies, among which prices have changed rapidly in alternating fluctuations. The reason for several price increases may be the intention to reduce prices for promotion, the upgrade of the configuration, the exchange rate changes caused by the changes in the international market, or the tight inventory. The reason for the price reduction may be a change in configuration, it may be to clean up product inventory, or it may be to open a new sales market. But the real reason for this is best understood by Tesla's price setters. Of course, no matter how the price changes, it is determined around the promotion of sales.

c. Channel strategy

Online direct sales + experience store is the channel strategy adopted by Tesla. It allows consumers to choose a product independently, giving consumers a buying experience that is different from other auto brand stores. And this model saves the cost of intermediary service channels. In addition, the establishment of offline experience stores in prosperous shopping malls where high-end luxury brand physical stores are located will help maintain its high-end and fashionable brand image. Tesla uses prepaid deposits and then manufacturing as its purchase model, which meets the individual needs of consumer groups for products and a comfortable life experience, while also speeding up Tesla's capital turnover.

d. Promotion strategy

Tesla did not adopt the traditional dealer model or set up an intermediary agency. Instead, it operated its own distribution process and handled the inventory itself. If Tesla does not sell the new cars it produces in time, it will increase inventory costs and even cause financial risks. Therefore, Tesla will take promotional measures at the end of each quarter to reduce inventory to maintain good financial data. The promotional methods they adopted mainly included lowering product prices and providing free charging services.

Traditional car brands will be introduced into China through television and online advertising, and through these methods, let the vast number of consumers in our country know and understand. And so far, Tesla's car company has not appeared in traditional TV network advertisements. This is mainly related to Tesla's car sales model. Although Tesla did not seek advertising spokespersons to endorse its own brand, we can understand and see the cleverness of Tesla's automobile promotion policies from various aspects.

First of all, Tesola is named after Tesla, a great inventor and researcher in physics education in the history of American economic and social development. Its high-tech car brand image can already be directly conveyed to the market through the brand name of one of its own cars. consumer. Howe said without exaggeration that one of the best advertisements for Tesla Motors is the name of the Tesla brand itself.

Secondly, Tesla's car users also have many outstanding celebrities, such as the executive director of Google Larry Page (Larrypage), the American Hollywood movie star Schwarzenegger, etc. They are all considered to be a free car. Spokesperson for new energy vehicle products. These celebrities in the auto industry have already had a large number of fans, and the imitating effect of fans has a great influence on the marketing capabilities of their own products. And these famous people own Tesla's electric vehicles, which indirectly enhances the popularity and attention rate of Tesla's electric vehicles in the country. In 2013, after a gas explosion in a Tesla purchased by one of Tesla's consumers, Uris, they continued to announce on Weibo that they would buy another Tesla. This indirectly gave Tesla Motors a very free car advertisement. In addition, Tesla also stated that it may quickly acquire a group of loyal Chinese Internet Word of Mouth users through active marketing and new ways to apply word of mouth to Chinese Internet users.

Finally, after the film "Iron Man" was officially released, Tesla Motors fully promoted the brand image concept of this new generation of energy film. Because for Musk, the ultimate creator of Tesla Motors, he regards his car as a protagonist and prototype of the series. Through this publicity, Tesla Motors has greatly gained popularity and attention.

Although Tesla has never had its own spokesperson, we can clearly see from the promotion methods and strategies it adopts that Tesla has some spokespersons everywhere. Through a kind of personal experience of celebrities, and then convey the feeling of use, this will indirectly increase the brand's popularity and attention to a certain extent, thereby increasing the sales of Tesla cars.

VI. PROBLEMS WITH TESLA'S MARKETING STRATEGY

a. The Risk of Product Supply and Delivery

Tesla currently has a relatively strong degree of trust in suppliers in terms of manufacturing. An S model contains a large number of parts and components from more than 300 suppliers around the world, of which a large part of the parts are obtained from one supplier. However, Tesla has not yet found suitable alternatives for these important parts suppliers, and the contracts they sign with these suppliers are generally short-term. Tesla wants to develop and produce these new types of parts or to develop more new types of suppliers as substitutes, but due to price and cost reasons, the company cannot do this in the short term. At the same time, in order to satisfy the company For the demand for quality and delivery time, suppliers are extremely likely to develop and improve the quality and price of these new parts, which will lead to certain risks in the development of enterprises. In fact, Tesla has encountered the problem of rising costs in the previous production and research and development processes, but because it has not found a suitable replacement, Tesla has to meet the supplier's premium requirements.

b. Risks of Marketing and Promotion Models

In order to effectively save money and expenses, Tesla's marketing management methods are mainly based on traditional media reports and word-of-mouth marketing, and lack of basic traditional advertising. As a result, Tesla's marketing and promotion work model and its impact on risks have been greatly affected. Once the company's business and operating problems will be amplified by the news media, the negative news reports generated by it will more easily cause serious damage to the goodwill of the company and its products.

Tesla's multinational operation is due to its insufficient publicity and weak consumer awareness, which will cause it to take a lot of risks. At present, China's market competition when launching plug-in hybrid vehicles and pure electric vehicles is still in a learning stage that has not yet started and needs to be explored. Companies should ensure that more people can understand the products they need when formulating and implementing marketing strategies, and at the same time they can become the products and potential consultants they need. It is difficult for consumers to fully grasp a new company through a company's market word-of-mouth marketing and traditional media reports, and the effect is far inferior to advertising. Therefore, the promotion of this brand is also somewhat restrictive.

In addition, Tesla is boldly exploring and trying a promotion method that can accept users' new car reservations only in the car experience store directly operated by the company's corporate personal or mobile phones. This unprecedented promotion method is still It is difficult to be proved by the customer for its success or failure. In addition, the successful establishment of an experience store often requires a lot of money. Compared with the traditional franchise model, the experience store expands more slowly. Secondly, compared with the self-operated experience stores of other companies through the franchise management model of online dealers, it is easier for companies to obtain market sales, not to mention that the competitor required by Tesla is a company that already has a complete distribution channel. Undoubtedly, it will directly affect Tesla's market sales, performance and its financial risk status.

c. **Follow-up Service: Additional Charging Stations and After-sales Risks**

At present, Tesla is building its own supercharged network in mainland China, which is also an inevitable investment for them to choose to do business in mainland China. However, due to various reasons, the construction of the charging station Internet may not be as scheduled. The main reasons for this include the inability to obtain a suitable time and location for the use of charging stations, the inability to obtain approval for the construction of charging stations in time, and the problems that may arise when negotiating leases with land resource owners, and communicate with various public institutions (such as Companies such as power grids and property management companies have encountered difficulties in the construction of supporting facilities for basic education, and at the same time faced problems that may arise due to the installation, maintenance and normal operation of the charging station network. These very complicated problems require a stronger government department to intervene and solve them.

In addition, once the company encounters major obstacles in the construction of the charging station Internet network, the scale and growth rate of this super Internet charging station may directly lead to the inability to fully meet the product needs and the public's impact on it. expect. Secondly, the location of the super charging station may not be the best location considered by a customer. However, with the expansion of the number of Tesla's new energy vehicle brands and the increase in the number of new energy models to be produced in the future plans, the capacity of the super charging stations and connected charging piles currently existing on the Chinese market will be very high. It will directly cause consumers to feel dissatisfied with charging over a long period of time.

VII. CONCLUSION

According to the analysis of Tesla's marketing strategy in China, the enlightenment for domestic new energy vehicle brands can be summarized as the following three points:

First, establish a high-end brand positioning: Tesla, as a benchmark in the development of new energy vehicles, has been imitated by many domestic new energy vehicle brands. But its current sales performance is still among the best, and Tesla's strong brand effect is one of the important reasons. Its marketing management strategy has deeply rooted the image of auto brands such as high-tech, environmental protection, and cool fashion. Although there are many domestic new energy automobile brands in the audience, none of them has a brand effect comparable to Tesla. Therefore, Tesla's product market positioning and business development model are very worthy of learning and learning from domestic new energy vehicles, so as to find their own brand positioning and brand cultural characteristics, so that consumers can become loyal customers of their own brands.

Second, the construction of extensive and universal charging piles: Many domestic new energy vehicles are not only lagging behind in brand and technology, but also because of the lack of charging facilities that lead to poor sales data. Although there are a lot of charging piles in my country at present, because of the unreasonable layout structure, the charging piles of various brands are incompatible with each other, causing many consumers to stay on the sidelines. Compared with Tesla owners, there is no need to worry about charging. One of the main fundamental reasons is that since Tesla provided its first car Model S in the Chinese market, it has been concerned about its mobile charging service Internet platform in China. Constantly explore and improve the construction and charging service system. Tesla’s Chinese car owners can already see that there are free mobile charging stations with super supporting facilities in most cities around the world, and the charging speed is fast, which is far surpassing any domestic new energy vehicles. Therefore, domestic research on new energy vehicles can start from the standard of charging piles, so that consumers do not have to worry about charging.

Since its establishment in 2004, Tesla's innovation in technology and business model has made it a pioneer in the global new energy vehicle field. Especially in 2019 and 2020, Tesla's sales in the new energy vehicle market have grown against the wind, causing major new energy vehicle companies to look back. The reason why Tesla has become the number one sales volume of new energy vehicles in the world is that its products can express a stylish personality, and it also has high-tech elements of an overall management system for the electric vehicle industry. And through the establishment of the Shanghai Super Factory, it has a strong social production and operation capacity. Of course, Tesla is not perfect either. Its self-driving system function has caused many car safety accidents, indicating that Tesla still needs to improve and upgrade its technology. Domestic new energy vehicle brands should currently comply with national policies, develop new energy vehicle-related technologies in a healthy and efficient manner, actively construct all aspects of the industrial chain, and create a unique new energy vehicle ecosystem.

Third, master advanced technology: Tesla, as a pioneer in the new energy vehicle industry, is known as a high-tech electric vehicle worthy of its name. The technical data of various Tesla models show that Tesla cars can be far ahead of new energy electric vehicles of other corporate brands at the same price in terms of acceleration of 100 kilometers and cruising range. In addition, Tesla already has an advanced OTA upgrade system, and at the same time, it is constantly developing the smart mobile terminal of the Autopilot smart

driving system. The OTA upgrade system owned by Tesla electric vehicles will not lag behind with the change of models, but will update the information system through analysis software technology, which means that consumers can continuously increase the configuration and configuration of the vehicle through remote system structure upgrades. Function to realize the new system of the old model, which gives consumers a whole new experience.

In addition, the autopilot function is currently one of the best intelligent assisted driving systems among all similar systems, and its chip processing speed is another huge advantage of Tesla compared to other cars of the same type. In the field of advanced science and technology and research, especially in the intelligent management of new energy vehicle products by enterprises, the brand building of many domestic new energy vehicle companies has not reached the current level of Tesla, and most of them are still at the low-end level. Therefore, domestic new energy vehicles should devote more resources to technology research and development, so that they will have a day comparable to Tesla.

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