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АНАЛИЗ МАРКЕТИНГОВОЙ СТРАТЕГИИ TESLA НА КИТАЙСКОМ РЫНКЕ

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ABSTRACT

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China is an important market for the development of global electric vehicles in the trend of rapid development of new energy vehicles. Tesla is the pioneer of new energy vehicles, to study the marketing model of the new energy vehicle market, Tesla Motor is an undeleble research object. In the Chinese market, Tesla has achieved a certain success, but compared to other competitors, it is still in vulnerable. Whether to continue to achieve success in the Chinese market not only depends on the quality of electric cars itself, but also on marketing strategies. Tesla's marketing strategy in the Chinese market has many unique insights, which is a key factor in the success of Tesla in the Chinese market. This paper analyzes the environmental and related marketing strategies in the inside and outside, combing the marketing strategy of Tesla Auto, and provides positive recommendations for the development of Tesla in the Chinese market, promoting Tesco in China. The development of the market also promotes the development of China's electric motor industry.

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INTRODUCTION

With the current continuous expansion of China's electric vehicle market, it continues to attract companies from all over the world to join. Tesla's dominance in the Chinese market has been greatly impacted. Solving this problem is currently Tesla's most important problem. This article will study Tesla's marketing strategy in the Chinese market and provide a reference for Tesla's marketing in China. The strategy puts forward relative suggestions and also provides a related case for other electric vehicle companies. The thesis first discusses related marketing theories, analysis methods and the status quo of Tesla in the Chinese market. Analysis methods such as SWOT analysis method, PEST analysis method, Porter's five forces analysis method, 4P theory. Related marketing theories include the introduction of marketing theories, the purpose and significance of marketing and marketing competition strategies, the three major stages of marketing and the marketing methods of green marketing and experience marketing. Market access theory, the access requirements of the automobile market, what is strategic analysis, and the specific content of strategic analysis.

The second part analyzes the Chinese market in detail. The development of electric vehicles in the Chinese market is very positive. It has not only strong economic support, but also strong government support, and the impact of the people's social environment, especially in recent years. Relevant policies have pushed electric vehicles to a high point, which will promote the development of the electric vehicle industry in

all aspects, which is conducive to Tesla's expansion in the Chinese electric vehicle market. As the first electric car brand to enter the Chinese market, Tesla has produced a beautiful marketing combination based on its unique advantages. Based on China's vigorous development of the electric vehicle industry, Tesla not only quickly entered China, but also set up factories in China, which greatly reduced the cost of sales. In response, it also launched mid-end products such as MODEL3 to cater to the young Chinese market. At the same time, based on the development of Internet sales, Tesla also used a channel sales strategy different from other traditional companies in the Chinese market, got rid of the traditional dealer model, and launched a direct sales model. Tesla's series of marketing strategies in China have achieved very good results. However, with the continuous emergence of competing companies, the market is rich in products to choose from. The third part is based on Tesla's existing marketing strategies. The corresponding suggestions were made. Iron-strike still needs its own hard work. In terms of products, Tesla urgently needs to strengthen its core competitiveness, develop its own products through enterprise cooperation, improve product quality, and lead new electric vehicle technologies. In terms of marketing channels, we will develop a dealer model to provide more convenient services to more consumers. In terms of sales promotion strategies, we will launch new official second-hand cars of Tesi, and we will develop new main models in market segmentation and the main consumer groups. Then cooperate with green marketing to improve consumer privacy protection and optimize after-sales service, maintain Tesla customers, and enhance Tesla's brand image. Finally, there are future prospects for Tesla's electric

vehicle market in China.

1 RELEVANT THEORETICAL STUDIES

1.1 Background of the study

In recent years, the world's major automotive powers have indicated that they have elevated them to national strategies, especially the European Union, which has proposed a "ban on the sale of fuel schedules", and has also risen to the level of specific laws, while some "restrictions" should be adopted. The EU, in particular, has proposed a "timetable for banning fuel sales", which has also been elevated to the level of a specific law, and some "restrictions" should be adopted. China, on the other hand, has been more proactive, active and systematic in promoting the development of new energy vehicles.

1.2 Purpose and significance of the study

Purpose: In the decade of rapid development of the electric vehicle market, China's electric vehicle market has seen a hundred schools of thought and a hundred flowers blossoming. Tesla Motors has been around since the early days of electric vehicle development in China, accumulating technology and developing new products in the midst of this wave, but also facing this many different competitors. Tesla has a good market share in its home market in the US and in Europe, but when it first entered the Chinese market it faced many difficulties, not only from competitors but also from consumers and many other factors. Therefore the main objectives of this research paper are

1) to study the current situation of the Chinese electric vehicle market

2) to analyse what advantages and disadvantages Tesla has in the Chinese market compared to emerging EV companies, established car companies etc. What are the opportunities and what are the potential threats in the Chinese social environment.

3) To study the marketing strategy chosen by Tesla in the Chinese market.

Significance.

1) The journey of a company without a marketing strategy is a short one. If an enterprise's marketing strategy is accurately positioned, responds to the development of the times, seizes the opportunity and accelerates its development, it can slowly sink into the boundless ocean like a mountain spring. But the enterprise's marketing strategy is not accurately positioned, then the development of enterprises will be frustrated, to the point of bankruptcy. In this regard, in the market competition, the accurate positioning of enterprises themselves, in the search for their own business marketing strategy, to effectively implement, and constantly close to the actual situation of continuous improvement and development. Only then can we continuously promote the development of the enterprise, expand ourselves and occupy the market.

This paper analyses the development of Tesla in the Chinese market, uses swot analysis, systematically studies the opportunities and threats faced by Tesla in the Chinese market, combines its own strengths and weaknesses, and proposes a marketing strategy that meets the objective market environment for Tesla in the fierce competition

with major car companies in the Chinese auto market. It is also hoped that other companies can learn from the excellent decisions made by Tesla's companies in the course of their development in the Chinese market and promote the positive development of the Chinese electric vehicle market, boosting its industry and promoting the development of the economy.

1.3 Existing relevant research on the Tesla China market

1.3.1 China's electric vehicle market and Tesla company

Tesla Corporation

Tesla is an American electric vehicle and energy company that produces and markets electric vehicles, solar panels, and energy storage equipment. Headquartered in Palo Alto, the company was founded on July 1, 2003 by Martin Eberhard and Mark Tarpinning, who named the company "Tesla Motors" in honour of physicist Nikola Tesla.

Tesla's first car, the Roadster, was launched in 2008 as a two-door sports car. 2012 saw the launch of its second car, the Model S, a four-door all-electric luxury coupe, and its third car, the Model X, a luxury all-electric SUV, in September 2015. The third car, the Model X, a luxury all-electric SUV, began deliveries in September 2015. Tesla's next car, the Model 3, was first made public in March 2016 , and deliveries began in late 2017. in February 2019, Musk announced that he would open up the patents on all Tesla electric cars . on 24 March 2021, the official website of Tesla in the United States

announced that it would support Bitcoin payments, making Tesla the first car company ever to support Bitcoin car purchases .

Tesla CEO Elon Musk said , Tesla strives to provide every average consumer with a purely electric vehicle within their spending power; Tesla's vision, is to 'accelerate the global shift to sustainable energy'.

New Energy Vehicles

New energy vehicles are vehicles with advanced technical principles, new technologies and new structures that use unconventional vehicle fuels as a power source (or conventional vehicle fuels with new on-board power units) and integrate advanced technologies in the power control and drive of the vehicle.

The third change will be to replace oil and internal combustion engines with electricity and power cells (including fuel cells), bringing mankind into the era of clean energy. We boldly predict that the third change in transportation energy power systems will drive the take-off of the Asian economy and make Asia replace the United States as the engine of the world economy.

China's electric vehicle market

Under the pressure of energy and environmental protection, new energy vehicles will undoubtedly become the future direction of automotive development. If new energy vehicles are developed rapidly, with 140 million vehicles in China in 2020, 32.29 million tons of oil can be saved and 31.1 million tons of oil can be replaced,

saving and replacing a total of 63.39 million tons of oil, which is equivalent to cutting the demand for oil for automobiles by 22.7%. before 2020, saving and replacing oil will mainly be achieved by developing advanced diesel vehicles and hybrid vehicles. By 2030, the development of new energy vehicles will save 73.06 million tons of oil and replace 91 million tons of oil, saving and replacing a total of 164.06 million tons of oil, equivalent to a 41% reduction in automotive oil demand. By then, biofuels and fuel cells will play an important role in replacing oil in cars.

1.3.2 Tesla's current situation and problems

Research on the marketing strategy of Tesla Motors in China Positive aspects

In 2015, Yang Jianhui studied and analysed the marketing strategy of Tesla models. He concluded that Tesla focuses on customer experience word-of-mouth communication and social media, using unique environmental protection and technology concepts to attract target customers. Tesla has the technological advantage and a good external environment, but lacks sufficient operating capital and competes with established car manufacturers. Around the Model S, Tesla has developed a unique marketing strategy that includes product, promotion, pricing and distribution strategies.[1]

Tesla's aggressive sales model

In 2018, Zhu Qi Xian studied the sales model of cars in the Internet era, by studying Tesla's sales strategy under the Internet sales model. Tesla relies on the brand

advantages established by the group technology for the independent operation of new energy vehicles, however, compared with BAIC New Energy Company, the marketing expense rate of the first extreme Tesla is still relatively low, but in general, the strong development momentum and good future prospects of the Internet + car sales model is suitable for the development of Tesla's positioning in the Chinese market. [2]

2017 Fengtianjiao through SWOT analysis, that Tesla in 13 years, Tesla produced the best-selling electric cars, its success is closely related to its direct sales model in marketing strategy, car companies through direct sales, directly sold cars to consumers, no secondary sales, greatly promote the connection between consumers and enterprises, and other car companies sales model is very different , which is a major boost for Tesla. [3]

Technological innovation and marketing mix

In 2013, Zhang Rainbow, Ma Fang Fang, Jiang Xue, Xia Fang and Pan Yang proposed why Tesla's cars would be a good choice in the face of depleting energy sources, with national automotive industries focusing their targets on new energy vehicles. Although the concept of new energy vehicles is a good one, their development has been hindered by technical and market issues. Only Tesla has successfully entered the market and has been accepted by consumers. In this regard, the Tesla car was used as a case study to find that the success of the Tesla car was mainly due to technological innovation and the right decision of marketing strategy. [4]

Xing Xiaojuan With the rapid growth of car ownership, environmental pollution and the energy crisis are becoming more and more prominent, so major car manufacturers have invested a lot of research and development efforts in new energy vehicles to gradually replace traditional gasoline vehicles, and have made certain achievements. However, due to various constraints, the sales of new energy vehicles in China have not been able to make a major breakthrough. The article analyzes the advantages and disadvantages of new energy vehicles in comparison with traditional gasoline vehicles, and examines the marketing strategy of new energy vehicles from the perspective of consumers' purchasing psychology and dealers, and argues that the development of a correct marketing strategy is crucial to the development of the new energy vehicle industry. [5]

China's electric vehicle market environment

2015 Liu List The study analyzed the macro marketing environment analysis of Tesla Motors China's electric vehicle market, and conducted a qualitative analysis of the macro marketing environment of Tesla Motors in China's electric vehicle market based on the PEST model. The study examines the current macro environment of the Chinese EV market for Tesla Motors from four perspectives: political, economic, social and cultural factors, and technological factors, and provides an outlook on the future development of the company in the Chinese EV market. Tesla's opening up of its patent rights for the development of pure electric vehicles has lowered the entry standards of the electric vehicle industry and attracted more powerful car manufacturers. Tesla

should fully understand the marketing environment of China's electric vehicle market, and combine it with its own corporate strategic objectives to develop a realistic marketing strategy for the market. 6]

Tesla promotes the development of electric vehicles

2019 Age Yunqi, Yang Yu Taking the theoretical model of the net present value method of company investment as the starting point, the successful marketing strategy of Tesla Motors Inc. is discussed. As society advocates and vigorously promotes the concept of environmental protection; the concept of new energy is becoming increasingly entrenched in the minds of more and more enterprises and consumers; Tesla Motors, as the leader of the new energy pure electric vehicle industry; has created an unprecedented car concept; at the same time, it has also led the new wave of the market in the field of electric vehicles at home and abroad; Tesla Motors has gone from an initial loss in profit amount to a positive profit amount today and Tesla has gone from being a loss-making company to being a profitable and well-known company, thanks to its special marketing strategy. [7]

In 2020 Jia Haiku China attaches great importance to the development of new energy vehicles, taking the new energy vehicle industry as a strategic industry to maintain national energy security, and introducing the new energy vehicle giant Tesla into the Chinese market, intensifying competition in China's new energy vehicle industry through Tesla's Shanghai factory, and forcing domestic new energy vehicle enterprises to innovate and develop. On the one hand, Tesla's entry into the Chinese

market can optimize the business model and marketing model of China's new energy vehicle industry and reshape China's new energy vehicle industry chain; on the other hand, it also brings pressure on the survival of domestic new energy vehicles and puts forward higher requirements for the new energy vehicle industry chain. [8]

Problems faced by Tesla

In 2015 Huang Yanting As the most ideal new energy vehicle product, the development of electric vehicles has been bumpy. It has left a bad impression of weak battery range and short driving range; coupled with the lagging pace of charging station construction, which has slowed down the popularity of electric vehicles again, the new energy vehicle market and prospects are not optimistic. The emergence of Tesla has given a boost to the automotive industry, with its outstanding design and commercial performance, which is of epoch-making significance in the history of automotive development. According to Elon Musk, CEO of Tesla Motors, the key to truly solving the human energy problem requires breakthroughs in key technologies such as high-capacity batteries and high-performance motors[9]

Tesla needs to improve its price/performance ratio 2016 Zhu Zhecheng studied the marketing of Tesla in Hangzhou, China, and analysed Tesla's strengths, weaknesses and opportunities and threats in the Hangzhou region by conducting a swot analysis method. It is argued that Tesla's marketing channels, which need to satisfy multi-faceted and multi-level customers, expand customer channels and enhance customer recognition in order to promote consumption. Ensure that consumers desire the brand.

Once again sales channels need to be expanded, but also in terms of different advertising, media methods to enhance out quantity and quality improvement, so that people are more familiar with it. Tesla's sales value for money needs to be improved and needs relentless support in terms of technology. [10]

1.4 Theoretical research

1.4.1 Marketing strategy and Marketing purpose

Marketing strategy

Marketing strategy is the planned organisation of business activities based on the needs of customers, information on customer demand and purchasing power, and the expectations of the business community. It is a series of measurable and controllable activities aimed at increasing sales and the manufacturer's reputation for a certain target market, and is a combination of various marketing methods such as product, price, channel, promotion and public relations strategies. [11]

Marketing purpose

Customers remember you when they don't buy and think of you when they want to buy. In a word: "Build up customer awareness of your product". To make customers familiar with you, that's why so many advertisements are being broadcasted desperately and money is being spent desperately. Some people may ask if there is no one to buy it, but it is not. It is a process of building customer awareness and making the product sellable. [12]

There are four main marketing competition strategies in marketing theory

a. Direct competition with competitors; this strategy is mainly applicable to enterprises with strong competitive strength, comparable strength of enterprises in the industry or a slight advantage in terms of enterprise strength, and the requirements for enterprises are of course very high.

b. Make it difficult for competitors to counter-attack; that is, the use of some measures, means that competitors have not had time to respond in a defeated or passive, disadvantaged position, for the enterprise's strategy, innovation, technology and other requirements are very high, the reality of feasibility also needs to be considered.

c. competitive strategy of winning without fighting; mainly using some strategic ways of forcing the other party to surrender and give way, taking some competitive means to force the other party to make means to withdraw from the field or industry, depending on the characteristics of the industry and the specific situation.

d. The strategy of cooperation with competitors. This approach is more feasible, for comparable strength and seek common development of enterprises are a good medicine, both to seek a win-win situation, but also to enhance cooperation and achieve corporate profitability.

Market access

Market access refers to the extent to which a country allows foreign goods, services and capital to participate in its domestic market. Article 16 of the General

Agreement on Trade in Services (GATS) provides that a Member shall accord to services and service suppliers of other Members treatment not less favourable than that determined by it in the schedule of commitments and obligations for a period, limitations and conditions. This refers to a commitment between two governments to open their markets to each other in the area of international trade in respect of various restrictions on trade in imports and exports, including the extent of permitted liberalisation of tariff and non-tariff barriers.

A Member is obliged to allow the movement of capital across its borders if it has made a commitment to assume market access obligations for the first category of GATS "transit-delivered" trade services and the movement of capital across its borders is a major part of that service. If a Member commits to market access obligations for GATS Category III "commercial presence" trade services, then that Member shall allow the relevant capital to be transferred within its borders. Such a provision would effectively allow freedom of remittance for foreign investors. [13]

The market access principle aims to improve the conditions of market access for each Party by enhancing the transparency of countries' external trade regimes, reducing and eliminating tariffs, quantitative restrictions and various other non-tariff barriers that restrict market entry in a compulsory manner, and through specific commitments made by countries to open up their services markets, so that countries can progressively liberalise their services markets over a period of time. Market access is the basic and initial intervention of the state in the market, an institutional arrangement for the

government to manage the market and intervene in the economy, a manifestation of the state's will to intervene in the market, and an integral part of the state's function of managing the economy. The civil rights and capacity of natural persons are natural and are given general and general recognition by law, while the rights and capacity of natural persons, legal persons and other organisations to engage in economic activities are specifically recognized by law and must be obtained through certain procedures, such as registration and licensing. [14]

Russian automotive market access requirements

Russia has very strict requirements for the import of cars. If it is not a signatory to the NLM agreement, Russia therefore does not recognise the car inspection certificate from the car inspection centre. In order to export cars to Russia, it is necessary to obtain a quality certificate from the Russian State Centre.

a. Russia introduces new technical standards for imported cars

Since 22 April 2006, the import into Russia of new vehicles with internal combustion engines for circulation in the country has been subject to the requirement that the harmful emissions must meet the European environmental standards for class 2. The OTTC must also be issued by a department commissioned by the Russian Federal Agency for Technical Specifications and Metrology and must accompany the customs declaration. The OTTC is required for vehicles imported into the Russian Federation and used in the territory of the Russian Federation (except for research vehicles which

are required to obtain a permit (other documents) from the authorised authorities), vehicles temporarily imported (including those to be used in the Russian customs territory, vehicles used in the customs free zone, etc.). The "OTTC" issued for new means of transport prior to the entry into force of the technical regulations, indicating their environmental class, will remain valid for the duration of their validity.

b. Russian vehicle quality certification process

In Russia, any legal or physical person has the right to import up to 150 vehicles without a certificate of approval, so that vehicles can be exported in prototype form. However, in order to export a car from any country to the Russian market, it is necessary to obtain a quality certificate, and only after this has been obtained is the import permitted. The first process is to submit a written application for quality certification, a comprehensive technical description of the car, and the manufacturer's requirements for quality certification in the country, each of which has been done in the country. In any country, there is mandatory quality certification for vehicles, and it is mandatory for different types of vehicles. There are requirements for cars, for trucks, for buses, for motorbikes and for bucket trucks. In the second process, prototypes of vehicles are supplied to the Russian National Motorcycle Quality Monitoring and Research Centre for testing. The results of the tests are the basis for the Russian quality certificate, but if the results do not meet the requirements, the contract cannot be signed. There are two types of vehicle: a one-year import licence and a certificate of conformity. The one-year licence can be interpreted as a temporary import licence,

which means that the requirements are less stringent and there is a limit on the number of cars that can be imported, 100 buses and 150 cars for the one-year licence. The three-year licence has no limit on the number of vehicles and can be extended later. The three-year licence has more items to be tested, and the main items for one year. The quality certification of buses is very strict, because buses carry a lot of people and there are many passengers on board, so the testing of buses is more stringent than that of trucks.

c. The Russian government's regulation of the automotive market

In March 2005, the Russian government issued a decree deciding to reduce import duties on some parts of assembled cars. The decree provided for the adjustment of import duties on windshields and seat locks from 12% to 15% to 3% to 5%, as well as the abolition of import duties on car engines, brake systems, shock absorbers, axles, tyres, cooling clutches and some steering systems. Subsequently, the Russian Ministry of Trade and Economic Cooperation, together with the Ministry of Finance, Industry and Energy, also introduced new regulations, such as investment in production in Russia of US\$200 million and the need to carry out local body welding and painting operations 1 to 1.5 years later. In addition, the Russian Commission on Foreign Trade and Tariff Policy Protection Measures has proposed to the government that import duties on car manufacturing equipment be abolished. The Russian Ministry of Economy and Trade suggested that import tariffs could be introduced to curb the surge in imports of cheap small cars from Asian countries. Russia has already stopped the

import of diesel trucks and buses with pollution indicators below Euro I standards and banned the import of used cars older than seven years.

d. Documents required for car certification

1) A database of foreign car certificates proving compliance with the technical specifications and indicating the ecological class. 2) Database of foreign car chassis certificates proving compliance with the technical specifications and stating the ecological class. 3) Database of foreign vehicle Type Approval of means of transport which proves compliance with the technical specifications and indicates the ecological class. 4) Certification bodies which have been approved by Resolution of the Government of the Russian Federation No. 609 of 12 October 2005, certifying compliance with the requirements of the Special Technical Regulations on the requirements for the emission of harmful (polluting) substances put into circulation on the territory of the Russian Federation. The head of the Russian Federal Agency for Technical Control and Metrology, Grigory Erikin, announced at a press conference the method of transmission of vehicles in accordance with the special technical regulations.

6. Letter of opinion from the Russian Federation on "Certification of compliance with the requirements of special technical regulations".

China's automotive market access

For the automotive industry, market access is generally divided into two parts, one is access to road motor vehicle production enterprises, and the other is access to road

motor vehicle products. The access of an enterprise is actually a process of recognition and acquisition of production qualification. Only when the conditions of producing automobiles are available and the requirements of production consistency assurance capability are met, specifically including relevant equipment, machinery, plants, personnel, relevant management documents, technical documents, etc., the enterprise is recognized as an enterprise with automobile production capacity and can continuously maintain product quality, so that it is possible for the enterprise to obtain The qualification to enter the automotive industry for production. Product access is actually a recognition of the quality of the product in all aspects of performance. Products are only allowed to enter the market if they meet the requirements of relevant national laws and regulations and have the usability, safety, environmental protection and energy saving properties they should have. The management department of China's automotive market access and the functions it wants to correspond to.

Accordingly, market access for Chinese automotive products broadly consists of three components: announcement, CCC, and environmental protection (national and local environmental protection). However, with the development and improvement of China's vehicle entry system, the entry process has undergone some changes, such as the addition of production conformity certificates, fuel consumption labels for light vehicles, and a list of road transport vehicle models that meet fuel consumption standards [15]

1.4.2 Strategic Analysis

Strategic analysis means analysing the internal and external environment of the organisation through the collection and collation of information and includes two parts: organisational diagnosis and environmental analysis. Strategic analysis involves identifying the mission and objectives of the business; understanding the changes in the environment in which the business is operating and whether these changes will present opportunities or threats. [16]

Understanding the firm's position, resources and strategic capabilities; understanding the expectations of interest with stakeholders, the reactions of these stakeholders during strategy formulation, evaluation and implementation and the impact and constraints of these reactions on organisational behaviour. Strategic analysis tools are some of the analysis methods often used in business strategy consulting and management consulting practice. Companies can choose top-down, bottom-up or a combination of top and bottom approaches to strategy formulation from a number of perspectives, including the safeguarding of overall corporate objectives, the motivation of middle and lower management, and the coordination of strategic programmes across corporate departments. [17]

Objectives

- 1). to obtain a scientific competitive strategy for the enterprise on the basis of a comprehensive and systematic strategic analysis

2). to have a clear direction of development and a clear ladder of business development.

3). the business strategy is fully communicated and agreed within the organisation.

4).The enterprise development direction is consistent, and the top and bottom work together to achieve the strategic goals.

5).Employees identify with and support the enterprise's strategy and objectives, and strengthen the sense of responsibility of employees.

6).Establishing a strategic decision-making mechanism, with scientific and forward-looking decisions.

7). attaching importance not only to short-term performance, but also to long-term development.

8) The overall performance and core competitiveness of the enterprise is continuously improved.

Strategic force

If the strategy is wrong it does not matter if the tactics are right or wrong.

Some enterprises are not clear in their target strategies, taking one step at a time, and some are even more unrealistic and imprudent in their strategies, rushing to get started and losing money.

Some enterprises have a clear strategy, but there is no means to implement the strategy and management control measures, resulting in the strategy has become an empty slogan and paper talk.

The development of strategy should first take into account the competitive environment and the internal mechanism of the enterprise, positioning, analysis, resource allocation, cultural shaping, etc., and also have a well-thought-out action plan and feasible goals. Doing this and that based on feelings, experience and a beat of the head is actually irresponsible to oneself.

Productivity

What is a product? Some business owners sell semi-finished raw materials as finished products! Even find a processing plant to buy the production of products, no packaging, no production standards, take it over and paste on the trademark to let salesmen push, and do not consider what channels to take, anyway, the product is there, and do not analyze the product in the end how? Is it sure to sell? Without considering the needs of consumers, they always see that others are also selling. The boss still wants to sell at a high price, how easy is it to talk about

Can you differentiate the product from others, sell the difference, sell the reason, sell the culture, create a space for consumption, that is the successful product power. Find the basic support points of the product. Product power can be shaped by starting with the product elements, from material, raw material, form, specification, packaging,

taste, culture and other aspects of the breakthrough. Find the product's unique selling point.

Competitiveness

Small businesses can also go to the competition and need to find competitiveness and an entry point. The sharp knife effect is needed. It is to focus all the forces together, like a nail hitting a wall, the more pointed the easier.

No matter from the product price, special channels, services, the taste of the product itself, etc., find the sharp tip of the knife, drill into the market, so as to weaken each other's advantages, strong not in the strong, weak not in the weak, create a certain aspect of the barriers, tear open the market from the seam, which means to create a relatively non-competitive space.

Brand power

Why is there no difference between products, yet some are growing at a high rate and some just can't be sold out? What does the brand shape in the end? Many bosses can't figure it out. The brand needs to find the soul action.

What are we selling in the end? It is never the product itself, so to speak. It is a way of life, a culture, an attitude, a spiritual satisfaction and pleasure. It is a kind of material consumption but also a kind of psychological consumption. Why do you want to buy a BMW even if you are saving money? Why do you want to buy Coca-Cola even if you don't want to drink it? Why do you want to buy Nokia even if you don't use

it? Why not buy a Chery even if you have money? Why don't you drink Coke? Why not buy Lenovo at the end of the day? A brand has to give me a soul, to give me trust. It has to give me peace of mind and a reason to be loyal. To give me something to return to. Make me strong in my convictions.

Have we started doing that? Have we done it? Have the core values of the brand been shaped? Don't make me associate it with something bad.

It takes 18 layers of purgatory to build a soul. Brand shaping, management and extension take a long time to accumulate, but not without a soul, otherwise the further you go, the faster you die. [18]

1.4.3 Marketing stage

Product planning stage

Customers need good quality goods at low prices, so the main marketing planning work of enterprises is to concentrate on improving products without focusing on customers' needs and desires, and neglecting marketing work in distribution and promotion, which leads to stagnation of the enterprise's products once new technologies and substitutes appear.

Promotion planning stage

In the age of popularisation, goods became more plentiful and the focus of enterprises in terms of marketing planning was on how to promote their products. As a

result, enterprises set up sales staff and developed incentive systems to encourage sales staff to sell more products and at the same time used advertising and price wars to stimulate consumer demand, without regard for consumer liking and satisfaction.

Systematic marketing planning stage

As the economy continues to develop and consumer demand changes, mass-marketed goods are not recognised by consumers, so the focus of corporate marketing planning is to constantly analyse consumer psychology and behavioural characteristics, and to carry out market segmentation to meet consumers' needs and desires through a series of systematic means such as designing products, pricing, distribution and promotion. Guo Yi. Principles of Marketing: Electronic Industry Press, 2008

A. Green marketing

The so-called "green marketing" refers to society and enterprises in full awareness of the increasing awareness of consumers of environmental protection and the resulting need for clean and pollution-free products, to identify, create and select market opportunities, through a series of rationalized marketing means to meet the needs of consumers and the development of social and ecological environment, to achieve sustainable development. The process of sustainable development. [19] The core of green marketing is to select and determine the strategy of the marketing mix according to the principles of environmental protection and ecology, which is a way of doing business based on green technology, green market and green economy, and responding

to the ecological concerns of human beings. [20] Green marketing is not a means to induce customers to consume, nor is it a "cosmetic method" to shape the public image of an enterprise, it is a process oriented towards sustainable development and sustainable management, [21]

Its ultimate aim is to obtain business opportunities in the process of resolving environmental crises, and to achieve corporate profits and consumer satisfaction while achieving harmony and coexistence between man and nature. [22]

B. Experiential marketing

The network created by the Internet has many experiential touch points that allow businesses to interface directly with consumers. These are the browsing experience, the sensory experience, the interactive experience and the trust experience. Through these experiential activities mentioned above, consumers are given ample room for imagination, maximising their interest in participating and sharing, and increasing their identification with the brand.

Specifically, the browsing experience, refers to consumers' direct access to brand information through the web and ensures its smooth flow. This browsing experience is mainly reflected in the ease of web content design, the aesthetics of the typography and the level of interaction between the website and the consumer. It allows consumers to gain a sense of the brand through their own emotional experience of the web. Sensory experience, that is, to make full use of the Internet can transmit multimedia information

characteristics, so that customers through visual, auditory and other to achieve a sense of brand awareness, so that they can easily distinguish between different companies and products, to achieve the purpose of stimulating interest and increase the value of the brand.

The so-called interactive experience is, frankly speaking, online interaction. Interaction is an important feature of the internet, facilitating two-way communication between consumers and brands, usually through forums, message boards and other means. Consumers will then use the medium of the internet to feedback their own feelings about the online brand experience to the brand, which not only improves the brand's adaptability to the consumer, but also increases the consumer's motivation. The trust experience, i.e. with the authority of the website, the accuracy of the information content and the ranking in the search engines, constitutes the degree of the consumer's experience of trust in the online brand. [23]

1.5 Research Methodology

The SWOT analysis method, which has been widely used for strategic management and strategy selection in companies. Specifically, it refers to the analysis of Strengths, Weaknesses, Opportunities and Threats

The four factors are analysed qualitatively. The four factors are shown in Table 1.1.

Table 1.1-Swot analysis

	Strengths (S)	Weaknesses (W)
Opportunities (O)	SO: Use internal advantages to seize external opportunities	WO: Because of internal disadvantages, we need to seize external opportunities
Threats (T)	ST: Use our own advantages to avoid risks	TW: Conservative strategy

PEST analysis

PEST analysis is mainly used to analyse the external macro environment faced by a company, including the political and legal environment, the economic environment, the social and cultural environment and the technological environment. Different industries have different characteristics of their own, and different enterprises will have different business needs. Therefore, when analysing the macro environment of an enterprise, the focus of the analysis will be different, but generally these four types of elements that affect the external environment of an enterprise should be analysed, namely political, economic, social and technological.

The 4P Theory

The 4P theory believes that marketing variables affect market demand to a greater or lesser extent. In 1960, Professor Jerome McCarthy (McCarthy) of the University of Siegen published "Basic Marketing" and pointed out in the book that "marketing variables" can be divided into four categories: product, price, channel, and promotion, which is the 4P theory. In 1967, Philip Kotler, the father of modern marketing, confirmed the 4Ps theory as the core of the marketing mix, namely [25] product: product is the carrier of marketing, without product marketing is actually a fraud, companies must focus on product development, so that consumers can buy quality products at low prices.

Price: Companies must determine the price of their products reasonably according to the market demand situation and improve the cost performance of the company's products [26].

Distribution: Companies must choose the means of direct sales or distribution according to their actual situation, in order to maximise the cost and profitability of their products.

Promotion: Companies can use a variety of promotional tools to attract the attention of consumers and increase the sales of their products. There are many means of promotion, such as advertising and marketing staff promotion[27] .

Porter's Five Forces Model

The Five Forces model was developed by Michael Porter in the early 1980s and is used to analyse the competitive situation in an industry[9]. The introduction of the Five Forces model is significant for companies to analyse and develop strategies. By analysing the Five Forces model, companies can gain a comprehensive understanding of the threats they face at all levels.

Suppliers: The production of a company's products cannot be achieved without the supply of raw materials from suppliers. Whether the choice of suppliers is reasonable or not will have a great impact on the quality and cost of the company's products.

Buyers: The products produced by a company can only be sold to consumers in order to achieve the return of capital and realise the value of the product. The buyer determines the profit of the company and the survival of the company, but the strength of the buyer's power will affect the level of profit of the company.

Potential new entrants: Potential entrants who join the market will increase market supply and enhance market competition, bringing down the price of the product and reducing the firm's profit.

Substitutes: The existence of substitutes gives consumers some choice. If the price or value for money of the products produced by a firm does not meet consumers' requirements, it may cause consumers to reduce their consumption of the firm's products and switch to substitutes.

Competition between existing firms: Competition between existing firms may lead to price wars, making the competition unprofitable for all parties involved. Existing competing firms that can form strategic alliances can not only mitigate price competition, but also have some power to determine prices.

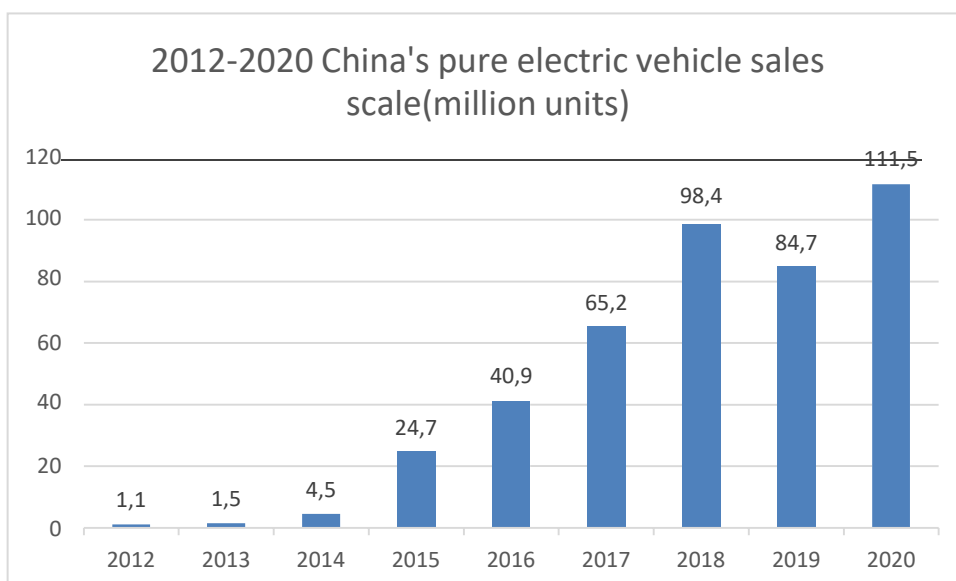
Summary

This chapter provides an understanding of relevant theoretical knowledge. The development of electric vehicles is the trend of the times. With the development of science and technology, new energy vehicles will replace traditional fuel vehicles. New energy vehicles have huge development prospects in the Chinese market. Tesla has a sufficiently broad stage. However, at this stage, the technology of electric vehicles is not perfect, and they cannot completely replace traditional fuel vehicles. In the Chinese market, the marketing strategies of electric vehicle companies are different. In comparison, Tesla's marketing strategies are more prominent.

2 TESLA CHINA ELECTRIC VEHICLE MARKET ANALYSIS

2.1 China Electric Vehicle Market Data Analysis

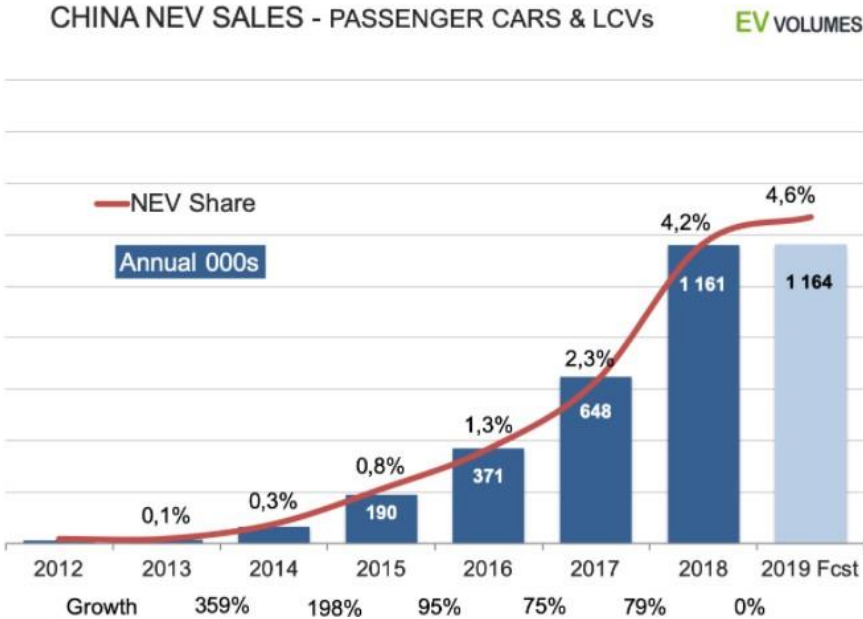
Taking into account China's energy resources and international trends in automotive technology, it is expected that after 2025, China's regular gasoline vehicles will account for only about 50% of passenger car ownership, while advanced diesel vehicles, gas vehicles, biofuel vehicles and other new energy vehicles will develop rapidly. In recent years, the scale of electric vehicle sales in the Chinese market has gradually expanded. Since 2012, the scale of pure electric vehicle sales in China has been expanding, reaching 984,000 units in 2018. 2019 saw a decline in sales, at 847,000 units. In 2020, China's pure electric vehicle sales scale will resume its upward trend, reaching 1.115 million units. 2020 China's new energy vehicle sales will be 1.367 million units, up 13.3% year-on-year, while China's new energy vehicle production will be 1.366 million units, up 10% year-on-year. [28]



Picture 2.1 - 2012-2020 China's pure electric vehicle sales scale

The new energy vehicle market is divided into three main categories based on the model, which are sedan saloon car, SUV, MPV.

Global passenger car sales in 2018 were 86.01 million units, with Chinese market sales of 28.08 million units, including 286,000 new energy vehicle bits, a seventy percent increase over the same period in 2017.



Picture2.2- China NEV sales

The Chinese market is currently showing a blossoming of electric car brands, both Chinese and foreign brands are actively competing, with Tesla having very good sales as an early player. The Tesla Model 3 is the current star model worldwide. with over 300,000 units sold in 2020, it is firmly in first place worldwide, approximately equal to the combined sales of the 2-5th place; the advantage is even more pronounced by total value volume estimates. [29]

Table 2.1- Cumulative sales of various brands in China in 2019

Car model	Cumulative domestic sales in 2019
Tesla model3	33900
Geely Emgrand EV	28900
GAC Aion S	32000
Roewe Ei5	30500
Euler R1	28500

2.2 The strongest rival in the Chinese electric vehicle market

The SAIC-GM-Wuling-Hongguang miniev is an electric vehicle produced by SAIC-GM-Wuling Motors Corporation (SGMW)

Launched in July 2020

The Wuling Hongguang MINI EV has a range of only 120 km, but is fully equipped with features such as reversing radar, ABS system and tyre pressure monitoring, and can reach a top speed of 100 km/h. The price of the Wuling Hongguang MINI EV is as low as 28,800 RMB, a fraction of the price of the Tesla. At the same time, in congested cities, the size of the Wuling Hongguang MINI EV as a mini car can also solve the problems of congestion and parking difficulties, which gives the Wuling Hongguang MINI EV a huge advantage.

The range of the Wuling Hongguang MINI EV is only 120 kilometres, but it has

all the necessary features, such as a reversing radar, ABS system and tyre pressure monitoring, and can reach a maximum speed of 100 kilometres per hour. The price of the Wuling Hongguang MINI EV is as low as 28,800 RMB, a fraction of the price of the Tesla. At the same time, the size of the Wuling Hongguang MINI EV as a minicar can also solve the congestion and parking difficulties in congested cities, which gives the Wuling Hongguang MINI EV a huge advantage. The wash mark is a comparison chart of the sales of the model3 and Wuling Miniev from August to December 2020.

Table2.3-Sales of Tesla model3 and Wuling miniev in China in the second half of 2020

	tesla model3	Wulingqiche miniev
August sales (units)	11811	9150
September sales (units)	11329	20150
October sales (units)	22755	20631
November sales (units)	21604	33094
December sales (units)	23804	35388

Chinese market new listing of Wuling Hongguang miniev broke Tesla's domestic

sales after continuous sales to maintain a single month break 10,000 Tesla Model 3 to Tesla brought a huge impact, 4 consecutive months of China's new energy sales NO. 1

Not only that more companies will also participate in the Chinese electric car market, Tesla will face a serious challenge.

2.3 Analysis of the marketing environment for electric vehicles in China

A market macro environment not only affects a company's short-term operations and development, but also has a profound impact on a company's long-term strategy. The macro environment of the market is mainly determined by the political factors of the market, such as whether the region is stable or not. There are also economic factors in the region, such as the level of economic development in this region. As well as social factors and technical factors in the area. Mainly refers to the opportunities and challenges that the company's external environment brings to the company. The external environment of an enterprise is usually not stable, so the operation and development of an enterprise usually face great uncertainty. How to use macro-environmental analysis to enable companies to maintain stable development in the face of many uncertainties is the main analysis in this section. Only by fully considering the macro environmental factors of the market, carefully observing the external environment, and formulating effective plans based on changes in the macro environment, can the company survive in the rapidly changing market environment. Therefore, this section will use "PEST" to analyze China's macro market environment.

2.3.1 Political factors

US-China relations

As is well known, US-China relations have had some ups and downs over the past few years, mainly as a result of the play of different interest groups on the US side with the help of politicians seeking excessive benefits. However, on the whole, there is more consensus than disagreement and more cooperation than competition between the US and China on the whole. The general tone of US-China relations in the coming years will continue to be one of "cooperation for the benefit of both sides, but fighting for the sake of both". In short, there is still much room for future cooperation between the US and China, especially in the economic sphere.

Government policy

While the Chinese government is pursuing rapid economic development in the country, it is also becoming increasingly concerned with the issue of environmental pollution in the country. In this context, many favourable policies for new energy vehicles have been introduced.

China's Ministry of Commerce and other 12 departments issued a notice on several measures to boost bulk consumption and promote the release of rural consumption potential, which proposes to stabilize and expand auto consumption. To unleash the consumption potential of automobiles, relevant cities are encouraged to optimise purchase restriction measures and increase the number plate index allocation; carry out

a new round of automobiles going to the countryside and exchanging old ones for new ones; and strengthen the construction of car parks, charging piles and other facilities, etc.

Affected by the new crown epidemic, the auto market slowed down in 2020. Driven by factors such as the improvement of the epidemic, resumption of work and production, and policy support, the auto market gradually rebounded. In particular, the new energy vehicle industry chain will usher in the policy, sales and performance of the triple factor resonance, become last year's car market not bad performance. With the arrival of 2021, a new round of promotional fee policy is once again being launched in the new energy vehicle market, and the industry's prospects are clear.

Recently, the National Development and Reform Commission, together with the Ministry of Commerce and Hainan Province, formulated the "Opinions on a number of special measures to support the construction of Hainan Free Trade Port to relax market access.

The Special Measures focus on new energy and other forward-looking strategic industries and introduce a number of innovative policy initiatives, including 22 specific measures in five major areas, including "supporting the construction and operation of a unified layout of new energy vehicle charging infrastructure in Hainan". The Special Measures specify that Hainan will be supported in the unified planning, construction and operation of a new type of infrastructure for the charging and switching of new energy vehicles, and in promoting the application of vehicle-road coordination and

driverless technology. Focus on accelerating the layout of fast-charging facilities in service areas along trunk highways, and promoting the construction of centralized charging facilities in urban areas, industrial parks, scenic spots and car parks of public service places. Encourage relevant enterprises to carry out business model innovation demonstrations around the charging and swapping business, explore a prudent regulatory system that is inclusive of innovation, support the guidance of grid enterprises, new energy vehicle production, battery manufacturing and operation, transportation, real estate, property and other related fields to form investment, construction and operation companies in a market-oriented manner, encourage innovative ways to carry out various types of business cooperation, and create an island-wide "one network" operation mode.

The Special Measures encourage the island-wide deployment of new energy charging and switching networks, and are an important step towards achieving the goal of carbon peaking and carbon neutrality. As another major policy dividend to support the construction of a free trade port in Hainan, the Special Measures also aim to provide a breakthrough exploration of market access policy mechanisms in Hainan and the country as a whole. The Special Measures do not impose any restrictions, but are designed to break down barriers in every possible way to effectively and fully stimulate the vitality of market players under the premise of "manageability". In particular, it is a pioneering exploration in areas such as new energy infrastructure, aiming to comprehensively restructure the access and regulatory mechanism of the industry and

to create a stronger and more dynamic atmosphere for reform and innovation in the construction of the market access system. [30]

On 5 March 2019, Hainan Province released the "Clean Energy Vehicle Development Plan of Hainan Province", becoming the first region in China to propose clean energy targets and roadmaps for vehicles in all segments, and to take the lead in proposing a "ban on the sale of fuel vehicles" by 2030.

On April 7, 2021, the Ministry of Industry and Information Technology (MIIT) released the "Ministry of Industry and Information Technology Regulations Development Work Plan for 2021", which will expedite the review or drafting of eight projects, including the "Management Measures for the Recycling of New Energy Vehicle Power Batteries", the "Management Measures for the Comprehensive Utilization of Industrial Resources" and the "Management Measures for Electronic Certification Services (Revised)".

From the above policies, it can be seen that China has provided greater support for the development of electric vehicles and the future of electric vehicles. The development potential of electric vehicles is huge, while some industry standards have also been set, and electric vehicles require greater investment.

The Chinese government's strong support for the development of the electric vehicle market is conducive to Tesla's continued full expansion in the Chinese electric vehicle market.

2.3.2 Economic factors

At present, the new energy vehicle industry has risen to the height of the national development strategy and has become an irreversible development direction. In 2020, the state introduced a number of policies to encourage the development of new energy vehicles, lowering the entry threshold for new energy enterprises, raising product requirements, improving mandatory standards and extending financial subsidies for new energy vehicles. In October, the State Council Standing Committee meeting adopted the "New Energy Vehicle Industry Development Plan (2021-2035)", laying a solid foundation for the next 15 years of development. At the same time, policies have been introduced at the local level to encourage the consumption of new energy vehicles. In 2019, China's economy will remain generally stable and there will be many positive changes in the economy: firstly, the optimisation and upgrading of the economic structure will continue; secondly, the optimisation and adjustment of the industrial structure will be effective; thirdly, the policy of tax reduction and fee reduction will pay significant dividends; and fourthly, the real estate market will continue to grow. Fourth, the real estate market has been steadily implementing the "three stable" control objectives. However, China is also facing challenges such as increasing downward pressure on the economy, a slowdown in industrial operation, a rapid rise in price levels, sluggish investment demand, unstable consumer demand and increasing imbalances in regional growth.

In the face of the new economic normal, China is no longer obsessed with

pursuing high growth, but has shifted to pursuing structural optimisation at a reasonable economic growth rate and focusing on achieving high-quality economic development. In the first three quarters of 2019, China's economy generally maintained a stable running trend, with many positive changes in economic operation.

The industrial structure continued to be optimised, with the value added of the equipment manufacturing and high-tech manufacturing industries growing by 8.5% and 8.9% year-on-year respectively in November 2019, with growth rates 2.3 and 2.7 percentage points higher than those of all industries above the scale respectively. The development of emerging industries continued to accelerate, with the value added of medical instruments and equipment and instrumentation manufacturing, electronics and communications equipment manufacturing growing by 12.6% and 10.8% respectively in November, 6.4 and 4.6 percentage points faster than the value added of industries above scale. The output of solar cells and integrated circuits grew by 23.0% and 18.2% respectively.

In the first three quarters of 2019, China's accumulated new tax cuts and fee reductions amounted to RMB 1,783.4 billion, including new tax cuts of RMB 1,510.9 billion and new social security fee reductions of RMB 272.5 billion. The tax cut and fee reduction policy has given full play to the counter-cyclical adjustment effect of fiscal policy and played a positive role in reducing enterprise costs, supporting private enterprises, promoting enterprise innovation and development, and boosting market confidence. Statistics show that in the first three quarters of 2019, the level of tax

burden in all industry sectors in China has decreased to varying degrees year-on-year; new tax cuts for taxpayers in the private economy amounted to RMB964.4 billion, accounting for 64% of the total new tax cuts; enterprises have been more actively investing in research and development under the dividends of the tax cut and fee reduction policy, and the research and development expenses of 100,000 key tax-source enterprises monitored by the taxation department increased by 19.3% year-on-year, an increase of 3.4 percentage points compared to 2018. The annual increase was 3.4 percentage points.

In the face of the huge impact of the new crown pneumonia epidemic and the complex and severe domestic and international environment in 2020, all regions and departments scientifically co-ordinated the prevention and control of the epidemic and economic and social development, vigorously and effectively promoting the restoration of production and living order, the industrial service sector continued to pick up, investment and consumption continued to improve, and the national economy continued to recover steadily. Preliminary calculations, the first three quarters of GDP 722.786 billion yuan, at comparable prices, an increase of 0.7% year-on-year. By quarter, the first quarter saw a year-on-year decline of 6.8%, the second quarter grew by 3.2% and the third quarter by 4.9%. Overall, national economic growth turned from negative to positive in the first three quarters. With the gradual return to normality in economic operations, the economy is expected to maintain a good level of growth throughout the year.

In November 2020, total retail sales of consumer goods amounted to RMB395.14 billion, representing a year-on-year growth of 5.0%, 0.7 percentage points faster than in October; and a 1.31% increase from a year earlier. From January to November 2020, total retail sales of consumer goods amounted to RMB351.15 billion, down 4.8% from a year earlier, the rate of decline narrowed by 1.1 percentage points from January to October. In November 2020, by location of business units, retail sales of consumer goods in urban areas amounted to RMB 340.72 billion, up 4.9% year-on-year; retail sales of consumer goods in rural areas amounted to RMB 544.2 billion, up 5.6%. By consumption type, restaurant revenue was RMB 498 billion, down 0.6% year-on-year; merchandise retail sales were RMB 345.34 billion, up 5.8%, with positive growth for the fifth consecutive month. Sales of consumer upgrading goods grew rapidly. In November 2020, communications equipment, cosmetics and gold, silver and jewellery goods grew by 43.6%, 32.3% and 24.8% respectively year-on-year. Online retail sales continued to increase.

In November 2020, the total import and export of goods amounted to RMB 309.19 billion, an increase of 7.8% year-on-year. Of which, exports were RMB179.95 billion, up 14.9%; imports were RMB129.24 billion, down 0.8%. The import and export offset each other, with a trade surplus of 507.1 billion yuan. From January to November, the total import and export of goods was 290,439 billion yuan, up 1.8% year-on-year. Among them, exports were RMB 161.291 billion, up 3.7%; imports were RMB 129.148 billion, down 0.5%. The trade structure was adjusted and optimized. From

January to November 2020, exports of mechanical and electrical products grew by 5.4% year-on-year, accounting for 59.3% of exports, playing the role of export pillar. The proportion of general trade imports and exports to total imports and exports was 59.9%, 0.8 percentage points higher than the same period last year. Private enterprises accounted for 46.4% of total imports and exports, an increase of 4 percentage points over the same period of the previous year.

The long-term positive trend of China's economy has not changed and is unlikely to change, it is constantly shifting from high speed growth to high quality development, and the old and new dynamics are constantly shifting in succession. Short-term economic operation may experience phase fluctuations and instability, but throughout the development process, it will see ten major trend changes, which determine the potential and future prospects of China's long-term economic development. I. Growth in final consumption expenditure becomes the first driving force of economic growth. Second, the consumption structure is advanced: the proportion of service consumption in the consumption of the population is rising. 3. Upgrading of production and consumption: technological and data-based production inputs. The digital economy has become a new industry and opened up new areas of the online market. V. High-end manufacturing and intelligent manufacturing are changing the structure of the industrial economy. Some public goods supply has become a new service industry. Economic agglomeration in bay areas and city clusters creates a scale effect in resource allocation. 8. New urban-rural and regional relations shape a new division of labour and expand

new exchanges. 9. New opportunities emerge for rural revitalisation and China becomes more closely linked to the open world economy.

China's rapid and stable economic development is driving the development of the electric vehicle market, and Tesla can continue to make great strides to get on this high-speed train, thus replenishing its own energy for development.[31]

2.3.3 Social factors

China's total population can reach 1,405,372,834, accounting for 18.82% of the world's population. With the development of China in recent years, the national standard of living has been greatly improved, which has also promoted the great development of the automobile industry, and people's ability to buy cars has been increasing.

Environmental protection has become an important issue in modern times, with environmental pollution becoming more and more serious in recent years, and people are gradually realising that sacrificing the environment in pursuit of transient economic benefits is not feasible. Therefore it is also proposed that "green water and green mountains are the silver mountain of gold". At a time when energy and environmental problems are becoming increasingly serious and public opinion is under unprecedented pressure, the vigorous development of energy-efficient and new energy vehicles is an effective way to solve energy and environmental problems, as well as a powerful initiative to realise the country's ecological civilisation.

It is difficult for Chinese consumers' perceptions to change in a short period of time. Most buyers still tend to buy

The majority of buyers still tend to buy traditional energy vehicles and are more rational in their consumption of cars. High-end cars may still attract a lot of attention, but buyers are more willing to

The majority of buyers still prefer to buy traditional energy vehicles and are more rational in their consumption of cars. [32] The current situation of urban transport in China is characterised by a shrinking conventional public transport, a rapid increase in taxis and private cars, the beginnings of rail transport and a low level of traffic management technology, with the number of motor vehicles increasing at a rate of more than 10% per year in the rapidly growing economy of Shanghai, for example. At present, the number of motor vehicles in the city has reached more than 706,000. Of these, about 42,000 are taxis, in addition to more than 400,000 volumes of assisted vehicles and more than 7 million vehicles in the self-service sector. The spatial saturation of traffic in the city has exceeded 0.8, especially in the core areas of the city such as Huangpu and Luwan, where the saturation is close to or even exceeds 1.0, and traffic congestion is very serious.

The huge population market and the growing environmental awareness of the Chinese people have facilitated the integration of Tesla's electric new energy vehicles, but the traffic problems in the city have affected the sales of the cars.

2.3.4 Technical factors

Compared to traditional fuel cars, the price of electric vehicles is still high, which hinders the promotion of electric vehicles. The first thing the electric vehicle industry needs to do to grow is to reduce costs. In terms of cost reduction, China, which has the most complete industry chain worldwide, has a natural advantage.

Batteries are arguably the most core component of new energy vehicles, with the cost of the battery system accounting for 30-40% of the cost of the vehicle. To reduce the price of electric vehicles, the first step is to reduce the cost of batteries.

Currently, Ningde Times has a 24% share of the global battery market, while BYD has a 5.8% share, with the two powerhouses together holding 30% of the global market share. SAFE, a Washington-based non-profit environmental group, released a report last month saying that China has 107 of the 142 mega lithium battery factories being built around the world. Over the next five to 10 years, the industry will invest about \$300 billion in the development and production of electric vehicles, nearly half of which will go to China. China will have a much larger scale and capacity in the future, with economies of scale more conducive to lower production costs. Combined with its advantages in raw materials for batteries, China certainly has a huge advantage in reducing battery costs.

In the field of electric vehicles, there is a consensus in the industry at home and abroad that a reduction in lithium-ion battery costs to US\$100/kWh is the tipping point

for electric vehicles to be able to PK fuel cars. According to calculations by Industrial Securities, the NCM battery pack cost of Ningde Time, China's battery leader, is close to US\$100/kWh.

Traditional single cell power batteries generally use a cylindrical structure, which is not easy to arrange due to its small size and requires many single cells to be packed into a cube module before being installed into the battery pack. However, the blade battery developed by BYD uses CTP technology to change the shape of the battery cells so that they can be arranged directly in the pack, increasing the energy density of the battery by 50% and reducing the cost by 30%. This kind of blade battery is very thin and long, shaped like a blade, and the thickness of the single cell is only 0.3 mm. The manufacturing process is very difficult and only BYD is able to produce it worldwide.

Ningde Times has also accumulated in CTP technology, but it said it will develop a "higher level" of CTC technology, i.e. a new technology that integrates the cells directly into the chassis of the vehicle without going through the module and Pack levels, further reducing weight and cost for the body. [33]

In addition to battery technology, in the field of silicon carbide chargers and intelligent driving, domestic technology is also at the leading level.

UBS recently released a report stating "Over the next five years, we expect Chinese companies in the electric vehicle supply chain to enter overseas markets in a big way." In a report, analysts at UBS wrote: "We believe that raw material costs in

China are lower than in overseas markets. If this advantage can be sustained, China will be able to achieve a cost advantage over other countries."

The researchers expect that Ningde's overseas market share will likely increase from 2 per cent in 2019 to 14 per cent in 2025, benefiting from the high growth trend of the European electric vehicle market. Tesla will also sell Chinese-made electric cars to Europe.

Chinese electric vehicle technology is developing rapidly and some in Chinese electric vehicle companies are facing the world.

Currently, electrification has become a global trend in automotive development. Although China has the world's largest number of new energy vehicles and has some of the largest suppliers of power batteries, motors and electronic controls, it still relies heavily on imports of chips and electronic components. BYD has taken early aim at these key technologies and entered the semiconductor field in 2002, from consumer-grade semiconductor product technology to automotive-grade high-efficiency, highly intelligent and highly integrated semiconductor technology. "The company has broken the technological monopoly of international giants.

Shenzhen is a model city for electrification of public services in the world. More than a decade ago, BYD's first batch of pure electric buses hit the road in Shenzhen, and many people were not optimistic at the time. In 2017, all 16,000 buses in Shenzhen were electrified; in 2018, all 22,000 taxis in the city were electrified; and in 2019, pure

electric dump trucks were the first to be commercialized and operated on a large scale.

Through the practice of Shenzhen first demonstration, BYD electric vehicles along the "one belt and one road" into more than 50 countries and regions around the world, more than 300 cities, become the first Chinese brand to enter Europe, the United States, Japan and other developed automotive markets. For example, in 2015, BYD entered the pure electric double-decker bus in London, UK; from 2018 to 2020, BYD will deliver more than 400 pure electric buses to Chile; in 2020, BYD signed an order with Nobina, the largest public transport operator in Northern Europe, for 106 pure electric buses, officially entering the Finnish market. From January to September this year, BYD's cumulative sales of new energy buses reached 6,073 units, an increase of 79.99% year-on-year.

Although Tesla has its own technical support, the rise of Chinese electric vehicle enterprises has also affected Tesla's position.

2.4 Micro Environment Analysis - SWOT Analysis

2.4.1 Advantages

Tesla can be regarded as the leading company in the electric car industry, and is also the early electric car for vigorous development, in the development of electric cars for many years, has accumulated many technical advantages. Due to the settlement of the Shanghai factory, it has greatly reduced the cost and stimulated the consumers'

desire to purchase through price reduction and other stimulating effects.

1. Low environmental pollution

This is the most outstanding advantage of electric vehicles. Electric cars do not produce exhaust gas during use, and there is no air pollution at all compared to traditional cars. Some people say that the secondary energy used by electric cars - electrical energy - pollutes the atmosphere when it is generated in coal-fired power plants; it simply moves the pollution from the city to the suburbs. In fact, electric vehicles do not simply change the place of air pollution, they do manage to reduce it relative to conventional vehicles. Even if an electric car is powered by a thermal power plant, its overall energy efficiency is higher than that of a conventional city car, which means that using an electric car still reduces most of the air pollution. In addition, if you avoid charging at night when electricity is at its peak, you can further reduce the waste of energy.

2. No noise, low noise

This is the most intuitive feature of electric vehicles. Nowadays, car noise has become a more serious pollution in big cities, and reducing noise pollution is also a test for the future automotive industry. The noise of the car engine is the main source of noise during driving, and compared with fuel cars, electric cars have an absolute advantage in this respect. It is essentially quiet during driving operations and is particularly suitable for driving on urban roads where noise pollution needs to be

reduced.

3. High efficiency

This is the most significant feature of electric vehicles in terms of energy use. In cities, where there are more vehicles on the road and frequent traffic lights, vehicles must be stopped and started constantly. For conventional fuel vehicles, this means not only that a lot of energy is consumed, but also that more vehicle emissions are emitted. With electric vehicles, the kinetic energy of the vehicle can be "regenerated" by the magneto-electric effect and stored in a battery or other energy storage device when slowing down and stopping. In this way, when stopping, it is not necessary to let the motor idle, which can greatly improve the efficiency of energy use and reduce air pollution.

4. Simple structure, easy to use and maintain, durable

This is the biggest highlight in terms of running costs for electric vehicles. Compared with traditional fuel vehicles, electric vehicles are easy to operate, simple in structure and have fewer running transmission components. The maintenance workload is low. With a good battery, it has a longer service life than a fuel car.

5. Wide range of use, not affected by the environment in which it is located

This is another advantage of electric vehicles. In special situations, such as places with no ventilation, low temperatures in winter, or high altitudes where there is a lack of oxygen, internal combustion vehicles either do not work or are less efficient,

whereas electric vehicles are completely unaffected.

Tesla, as a new energy vehicle, has many advantages that traditional fuel vehicles do not have.

2.4.2 Disadvantages

Relatively high unit price of the car, and imperfect marketing channels. Since its introduction into China, the high price of Tesla cars has greatly reduced consumers' desire to buy them. During the same period electric vehicle companies sprang up and consumers had more purchasing options. Although Tesla's new energy technology is appealing to many consumers, the car construction is not fully adapted to the Chinese market. At present, Tesla's Autopilot is most widely used in the closed road L2 autopilot function; and both independent brands and joint venture brands have started to make efforts, and many of the cars currently on sale already have L2 autopilot, so Tesla's technical advantage has gradually disappeared.

1. Difficult to charge

The charging pile market is just beginning to take off along with the electric vehicle industry. Although the government is now vigorously supporting the charging pile industry, the low distribution of charging piles, the high cost and the lack of uniform standards are still a major constraint limiting the replacement of traditional gas-guzzling vehicles by electric vehicles. Even in big cities like North, Guangzhou and Shenzhen, charging piles are not so readily available. Short range

Most electric cars have a range of between 50km and 300km, with the average being around 100km. The range of electric cars is getting better and better, and the better electric cars on the market now have a range of 250km or more, but compared to traditional gas-guzzling cars with a range of 600km or more they are still a long way off. Electric cars are more sensitive to temperature than petrol engines due to the structure of the battery, and the range is only about half as long under individual conditions. In addition, compared to petrol engines, driving an electric car is not good enough for you if you are travelling long distances. An electric car with a theoretical range of 300 km, for example, has a maximum range of 250 km one way, which means 2 hours on the highway, in order to ensure sufficient emergency mileage.

2. Slow charging

At present, most charging piles are slow charging piles and it takes 5-8 hours to fully charge a car. Although it is possible to use the night break to charge, if there is any unexpected situation, the slow charging disadvantage of pure electric vehicles will be highlighted.

3. Battery costs and recycling of electric vehicles are difficult to resolve

The high cost of batteries in electric vehicles, limited by the bottleneck of battery technology, the practice of stacking batteries in order to improve range performance is common in some car companies, and these batteries cannot be well recycled and degraded at the end of life, which seems to be a bigger problem than the emissions of

fuel vehicles.

4. Shorter life span of batteries and higher replacement costs

The lithium batteries used in pure electric vehicles have a short life span, generally 6-8 years. And the cost of the battery accounts for about half of the selling price of the whole vehicle

Therefore, when the battery of a pure electric vehicle becomes obsolete, it is a significant expense for consumers to replace the battery.

A significant expense

In terms of the automotive industry, the Tesla electric car is still in its infancy, so there are many shortcomings.

2.4.3 Opportunities

With the end of the trade war between the US and China, the price of the entire Tesla model range has been reduced, improving the cost performance of Tesla's overall product matrix. At the same time, with the liberalisation of the joint venture share ratio, foreign companies entering the Chinese market can freely control the share ratio with their joint venture partners or even put into production solely. [34]

1. Large market capacity

China's auto consumption is thriving, the huge consumption potential of the domestic auto market has been tapped, and car ownership continues to grow. According

to statistics from the Ministry of Public Security, as of June 2020, the national motor vehicle fleet reached 360 million units, including 270 million cars, accounting for 75% of the total number of motor vehicles; 4.17 million new energy vehicles, an increase of 360,000 units or 9.45% compared with the end of last year; 440 million motor vehicle drivers, including 400 million car drivers.

In terms of city distribution, there are 69 cities with more than one million vehicles, an increase of three compared with the same period last year. Among them, 31 cities have more than 2 million vehicles and 12 cities have more than 3 million vehicles. Beijing has more than 6 million vehicles and Chengdu has more than 5 million vehicles. Car ownership is growing, but there is still room for further expansion. As consumer demand continues to be released, car ownership will climb in the future, bringing massive demand for the automotive aftermarket.

2. High external dependence on energy

China's external dependence on crude oil exceeds 70% and the importance of alternative energy sources is growing

In recent years, the growth of China's demand for crude oil has long broken the pattern of supply and demand for energy self-sufficiency, and while China's crude oil production showed positive growth in 2019, crude oil imports also exceeded 500 million tonnes. According to data released by the Petroleum Institute of Economics and Technology, China's external dependence on crude oil exceeded 70% in 2019, far

exceeding the international alert line of 50%. As a result, the development of alternative energy sources such as electrical energy and hydrogen has also been elevated to a national strategic level to enhance China's competitiveness in the world energy market and mitigate the negative impact of a potentially volatile international situation. Several countries have passed bills to ban the sale of fuel cars to reduce their dependence on oil; China's Hainan Province has also set a development target to ban the sale of fuel cars by 2030.

There is a huge market for electric vehicles in China, and with these many favourable policies, Tesla needs to seize these opportunities firmly.

2.4.4 Threats

Tesla, with its price range further down, will naturally be able to obtain more deliveries in the Chinese market in the future, but there are opportunities and challenges, as the "double points" policy will remain in place for a long time, the new energy vehicle market in the post-subsidy era has entered a period of practical work, and most of the new car manufacturers have entered the mass production and delivery period. New energy will be taken seriously as an important project, so the market competition will be more intense. The BMW i4, BMW iNEXT, Mercedes-Benz EQC, Audi e-tron and other mass production models are on their way to the new energy battlefield, and the Jaguar I-PACE has already reached the battlefield.

1. China's local challengers

The China Passenger Vehicle Association predicts that Tesla's sales in China could reach up to 280,000 units next year. Although this is a significant increase compared to 2020, 80% of the market is still held by other brands. Total sales of new energy vehicles in China are predicted to be 1.7 million units in 2021.

This means that local premium electric car brands such as Azera, Xiaopeng and Ideal will pose a growing threat to Tesla, with the three aforementioned companies already approaching Tesla in terms of monthly sales combined. In addition, some lower priced EVs, such as vehicles from brands such as SAIC-GM-Wuling and BYD, are also poised to take off.

Among the three new forces in China, Ideal Auto is the strongest, and the company has seen a recent boost in sales of its electric SUV, which notably costs around 40 per cent more than the Tesla Model 3. The company's retail strategy includes setting up clubs for customers, which include facilities such as showrooms, lounges, office space and cinemas, and even activity camps for customers' children. Similarly, rapid sales growth has been achieved by Xiaopeng, which sells its vehicles for less than Tesla and whose products focus on smart features.

2. The threat from traditional car manufacturers

Volkswagen plans to launch eight models of its ID range of electric cars in China by 2023, while Daimler, the parent company of Mercedes-Benz, has already launched its EQC electric SUV and plans to expand its electric vehicle offering to at least 10

models in the next few years. Although these traditional car companies have a small share of electric car sales in China, none of them being in the top 10, these traditional giants have their own advantages, such as a large dealer network, service and supply chain network.

Table 2.2-Analysis of market

Advantages	Disadvantages
<ol style="list-style-type: none"> 1. Low environmental pollution 2. No noise, low noise 3. High efficiency 4. Simple structure, convenient use and maintenance, durable 5. It has a wide range of use and is not affected by the environment 	<ol style="list-style-type: none"> 1. It is difficult to charge 2. Slow charging 3. The battery cost and recycling of electric vehicles are difficult to solve 4. The service life of the battery is shorter and the replacement cost is higher
Opportunity	Threat
<ol style="list-style-type: none"> 1. Large market capacity 2. High dependence on external energy 	<ol style="list-style-type: none"> 1. Challengers in China 2. Threats from traditional automakers

As an outsider company, Tesla has to contend with not only its local competitors in China, but also with more foreign companies, which is no small challenge.

2.5 Porter's five forces model analysis

The Chinese automotive market is an important part of the world's automotive market and has been the main market that major car manufacturers have been

The Chinese market is an important part of the world's automotive market and has been a major market for major car manufacturers in recent years. The current one presents a diverse competition, with BMW, Mercedes-Benz and Audi capturing most of the rest is a fierce struggle between the various manufacturers. Threat of new entrants. The degree of danger from new entrants is low. It is mainly manifested in the following points

1. As a new industry, the manufacturing technology of electric vehicles has high requirements, and without the relevant technology, companies have great difficulties in entering this industry

2. The production cost of electric vehicles is high and the financial support required is great. Compared to other industries, new entrants in electric vehicles must have strong financial support to enter.

3. The profitability cycle is long and it takes a lot of time and money for new EV entrants to enter, and they will be in a loss-making position in the short term or even for some time, which is very unfriendly to new entrants.

The threat of substitutes

Substitutes are widely used in our daily lives and the existence of substitutes makes the market highly competitive. At present, the substitutes for Tesla mainly include new energy cars and fuel cars. In reality, the market is still dominated by the consumption of traditional cars, and electric cars account for a relatively small proportion of the automotive industry, so fuel cars will exist as a substitute for a long time. But new energy vehicles and Tesla are in the same period of development, although Tesla has developed earlier, but at this stage there are also many car manufacturers have successfully caught up with Tesla, and even have surpassed. So new energy vehicles will always exist as a substitute. So the threat level of substitutes is high.

Customer bargaining power

The bargaining power of consumers for Tesla is relatively weak

At the moment the consumer group that buys electric cars is still relatively small, for the purchase of electric cars still belongs to the trial stage, most of the consumer class is relatively high, will be in the purchase of the second is to choose electric cars. Electric vehicles are more expensive to produce and more expensive to sell. For consumers for whom there exists a social demand, there is a greater concern about price when purchasing an electric vehicle. Due to the small number of established electric vehicle companies at this stage, customers lack reference when purchasing and unilateral pricing by electric vehicle companies.

Bargaining power of suppliers

The traditional fuel car company industry has been developed for a long time, and all supply chain links are very mature, and the market mechanism is also perfect, with fair competition among individual manufacturers and no complete monopoly in technology. In terms of core technologies, such as battery management systems and many other aspects are unique to Tesla, compared to other companies Tesla's bargaining power of suppliers does not exist in this link in a comprehensive view, the bargaining power of suppliers is weak

Competition from existing competitors

The number of existing electric car manufacturers is much smaller than that of traditional car manufacturers, and therefore their competition is less intense than that of traditional car manufacturers. At present, the technology of electric vehicles is not mature enough, the production cost of vehicles is high, the degree of differentiation is high, there are fewer price wars between enterprises, and the existing enterprises focus on research and development. If an enterprise has strong financial strength and greater ability to invest in research and development, its technology will be correspondingly stronger and its products will be correspondingly more competitive in the market, and its competitiveness will be higher than that of other competitors. Tesla has a huge advantage in the Chinese electric car market, but there is also a huge threat.

2.6 Tesla Motors' marketing mix strategy in China

2.6.1 Product strategy

Tesla Motors was founded in 2003 and has attracted attention from all over the world in recent years. Named after the famous American scientist and inventor Nikola Tesla, Tesla Motors was established from the very beginning and the company appeared to be different from traditional car manufacturers. Although Tesla Motors is relatively small in the automotive industry, mainly related to its positioning, it will certainly lead the way in the future with its strong R&D and marketing capabilities [26].

Diversification of product levels. Tesla Motors is a company specialising in the production of electric vehicles and currently has a range of models available in the US market, including the Model Roadster, Model S and Model X. Tesla electric vehicles are popular with their target customer groups because of their environmentally friendly and high-performance characteristics. The performance of the cars is constantly being improved. Tesla Motors was not the first manufacturer to produce electric cars, as many of the major car manufacturers had produced electric cars before Tesla. However, the electric cars produced by other manufacturers have not been well received by consumers due to the ongoing technical shortcomings of their products. Tesla cars have achieved a technological breakthrough that has not only improved the range of the car, but also the instantaneous acceleration of the car. The Tesla car consumer buys a Tesla car primarily because of the surpassing performance the car offers, not from the perspective of the electric car being environmentally friendly. As electric cars are

inherently zero-pollution, environmentally friendly vehicles, Tesla's goal should be to continually improve the performance of the car. Tesla Motors implements operating system upgrades. Tesla cars are not only different from traditional cars in terms of powertrain, but also in terms of operating experience. While conventional cars mainly use manual driving, Tesla's purely electric cars achieve artificial intelligence. The car has also been transformed from a traditional means of transport into a mobile terminal. The core control unit of the car is a

The driver can control the car by operating the touch screen, and the introduction of the internet has driven the upgrade of electric cars. Tesla cars have been made intelligent by changing the powertrain and operating system. Tesla-style innovations are set to change the competitive automotive landscape. Tesla Motors has adopted a vertically integrated development strategy, offering not only complete branded vehicles, but also components for them. In addition to developing its own electric car brand, Tesla Motors also supplies core components to other car brands in order to make up for its own lack of production capacity and to rapidly expand its market size, helping other car brands to develop. The advantage of this is that whatever the future development scenario for Tesla Motors.

As long as the market for electric cars develops well, Tesla Motors will make a good profit. At the same time. In the meantime, Tesla Motors has set up experience shops around the world to offer consumers around the world a taste of what's to come. Tesla Motors has set up experience stores around the world to offer consumers

around the world. [35]

2.6.2 Pricing strategy

Tesla's cars are marketed as high-end vehicles and are priced at a premium. Currently, Tesla China sells the MODEL S, MODEL 3, MODEL Y and MODEL X. These five models are priced at RMB733900-1239900, RMB266700-339900, RMB347900-377900 and RMB772900-999900 respectively. The MODEL3 and MODEL Y are priced lower and have higher sales. From the market positioning analysis, it can be seen that the target customer group of Tesla cars is mainly the wealthy class, influential people and car fans who are more fascinated by high-tech cars. Tesla Motors is mainly taking advantage of the consumer's admiration for Tesla Motors, a high-end electric sports car, to price the product. Consumers have a tendency to look up to famous brands, and Chinese people are very proud of themselves and usually look up to luxury goods as a status symbol. Tesla Motors has adopted a pricing strategy that both satisfies the psychological need of some consumers to show off their wealth and provides the company with higher profits in a niche target market. Tesla Motors has been successful in attracting some consumers to its products through a better product experience[36] Since entering the Chinese market in 2014, Tesla has changed the pricing strategy of other car brands in the Chinese market, choosing to align the pre-tax price of its cars with other national markets. Tesla wants to treat its customers in China as it treats its customers in other countries and regions. Tesla's transparent pricing strategy in China's market is well liked by consumers and has

established a good brand image for it.[37] In 2016, Tesla Motors launched the Model 3, an economy car, at a much lower price than its previous range. The pricing strategy adopted by Tesla Motors is similar to the skimming pricing method, where a higher price is used to obtain a higher profit margin from high-end customers before launching a lower-priced model of electric cars to capture market share and ultimately maximise profits.

2.6.3 Channel strategy

Channel strategy refers to the different ways and means used to deliver a product or service from the producer to the consumer. [38] Traditional car brands entering China are generally sold through partnerships with operators. Tesla has moved away from traditional car dealers and set up its own directly managed shops; Tesla cars are displayed through the directly managed shops, and inside the shops, service staff mainly cater to certain service needs of customers, rather than selling Tesla cars. Tesla has made every effort to focus on the customer experience in terms of marketing channels, and in terms of sales model, Tesla Motors uses an online sales model. Tesla Motors has set up its own experience shop, which is self-managed. Customers who have their eyes on a particular Tesla car can enjoy home delivery by simply paying five thousand dollars in advance to the experience shop, which not only reduces the cost of transportation for consumers, but also makes them feel a great convenience. Tesla Motors opened its first shop in Beijing on 4 November 2013, located in the upscale shopping centre of Fangcaodi in the central business district, next to the World Trade

Center, known for its giant LED screens [29].

2.6.4 Promotional strategies

Tesla Motors' sales approach is more about customer experience, and the celebrity effect, to promote consumer purchases. Although Tesla Motors did not get an advertising spokesperson to endorse its brand, we can see the brilliance of Tesla Motors' promotional strategy in various aspects. Firstly, Tesla cars are named after Tesla, the great inventor and physicist in American history, rather than using any other name. The name of the car allows it to convey its high-tech automotive brand image to consumers. It is not an exaggeration to say that the name Tesla itself is the best advertisement for Tesla cars. Secondly, the list of Tesla car users includes many famous celebrities, American Hollywood movie star Schwarzenegger, business tycoons such as Google president Larry Page, all of whom are free spokespersons for the car. These celebrities have a huge following and the imitation effect of their fans has helped to sell the cars. And the use of Tesla electric cars by these celebrities has greatly increased the popularity and attention of Tesla electric cars. After the release of the movie Iron Man, Tesla Motors took full advantage of the movie to promote it. The founder of Tesla Motors, Musk, is believed to be the model for the main character in the film. Through the publicity, the attention of Tesla Motors was increased [39] Tesla Motors has never had a celebrity endorse it, but the presence of celebrities can be seen everywhere in its promotional strategy. Through the celebrities' personal experience and then spreading the word about how they feel about using it, this also indirectly boosts the brand's

attention to a certain extent. This also indirectly increases the brand's attention.

Summary

The Chinese electric vehicle market is the number one main force in the global electric vehicle market. Although Tesla has a good development environment in the Chinese electric vehicle market, in response to the emerging competitors, the strong listing of Wuling Hongguang miniEV allows Tesla to I feel strong pressure on sales. Therefore, it is very important to actively implement effective marketing strategies. The marketing strategy adopted by Tesla in the Chinese market does have a good effect at this stage, but as time goes by, the market changes unpredictably, and Tesla's marketing strategy at this stage needs to be adjusted in time to respond to the market.

3 TESLA CHINA MARKETING PLANNING DEVELOPMENT PROPOSAL

3.1 Conclusions and recommendations

Through the above analysis, this article concludes that Tesla should adopt a pioneering marketing strategy that combines internal advantages with external opportunities in the Chinese auto market.

The above analyzes the macro environment, meso environment and micro environment of the development of my country's electric vehicle industry, and describes the general situation of the development of electric vehicles at home and abroad. Finally, the market positioning, consumer behavior and marketing strategies of Tesla Motors are in-depth Profiling.

The main conclusions are as follows:

(1) From the perspective of the external environment, China's economy is developing rapidly and residents have strong consumption power.

(1) In terms of the external environment, China's economy is developing rapidly, the consumption power of the population is strong, and the consumption of electric vehicles is relatively low, which provides a good external environment for Tesla Motors.

(2) From the internal environment, Tesla Motors, with its strong R&D and marketing capabilities, is widely known in the Chinese automotive industry.

industry is widely known, and in the future, with the increasing maturity of the car, the future development situation is favorable.

(3) From the analysis of market positioning and consumer behaviour, the market positioning of Tesla Motors is relatively accurate and has successfully

It has successfully captured the characteristics of a small group of wealthy people who are more concerned about public image, and has won a relatively good reputation in this niche market.

It has won a good reputation in this niche market.

(4) In terms of marketing model, Tesla is the first brand to rely on the Internet for sales, building.

The Tesla brand is the first brand to rely on the Internet for sales, building experience shops and working with e-commerce, which is the same as the Apple-style experience shop sales model. The sale of the car is not linked to the dealership.

The highlight of the sales model is that the car is sold independent of the dealership. In terms of pricing, an open and transparent approach is used to make consumers feel close.

The car is sold in an open and transparent way, making consumers feel close to the car. In terms of promotion, word-of-mouth marketing is used.

Tesla Motors has already gained a certain market share in the Chinese car market

and has to learn from the failures of previous car companies in the Chinese market. Tesla Motors will need to learn from the failures of previous car companies in the Chinese market if it is to capture more market share in the Chinese car market in the future.

Tesla will need to improve its technology in advance and choose its marketing strategy in order to gain more market share in China.

In order to gain market share in China in the future, Tesla Motors will have to adopt a pioneering marketing strategy that combines internal strengths with external opportunities. In the Chinese market, the company has established itself as a good brand.

The company has also developed a marketing strategy that suits its own brand positioning in order to enhance its core competitiveness in the Chinese automotive market.

The next stage will be to develop a marketing strategy based on three marketing phases. The next step is therefore to propose a marketing campaign and sales organisation for Tesla in the Chinese EV market based on three marketing phases.

Tesla has now completed most of the market entry, market analysis and marketing phases. In terms of market entry, Tesla has completed the relevant market qualifications since its entry into the Chinese market in 2014, while starting the China factory project in 2018 and commissioning it in 2020. The analysis of the market has also been done

with regard to the relevance and specificity of the analysis. The first two phases of the marketing phase have been implemented, the product phase has been completed, the Tesla electric car has been designed and researched, the promotion phase has started with a price reduction promotion strategy in the establishment of the Chinese factory, and many relevant countermeasures have been made in the third phase of systematic marketing.

3.2 Tesla's marketing improvement plan

3.2.1 Suggestions for the product planning phase

Enhancing core competencies

From a consumer psychological point of view, it is important to make use of the herd mentality of consumers and to substitute the consumer experience in terms of satisfying their physical safety and social self-realisation, so as to achieve the purpose of promoting the product and enhancing brand awareness. According to the previous analysis, because the entry threshold of the electric car industry is relatively low, so many companies and manufacturers will enter the market one after another, how to get more than one in the Chinese market forward-looking counties, is a problem that Tesla has to face. However, the most direct method is still to seize the market and increase the sales share through the irreplaceable part of the product characteristics as soon as possible. The success of Tesla's business is not unrepeatably, and once an equally well-funded competitor emerges, the chase for substitutes becomes a splashy race to increase

market share as much as possible in a limited time frame, and to lock in and maintain existing customers. Accelerating the extension of autonomous driving technology. Tighten up on quality and eliminate bad influences. Strengthening and improving batteries.

As an electric car brand, the first thing Tesla needs to consider is what consumers are looking for in a product of this type. Generally speaking, consumers buy electric cars mainly because of their digital interior assistance, reduced energy consumption and environmental performance. However, one of the major concerns that has limited the development of the electric vehicle industry is whether the performance of electric vehicles will be consistent with, or even better than, that of conventional fuel vehicles.

Tesla Motors should strengthen its product strategy

At present, there are a wide range of products in the Chinese automotive market and consumers have more and more options to choose from. For example, young people may pay more attention to the appearance and speed of the product, while middle-aged consumers may pay more attention to the quality of the brand and the added value of the product, while elderly consumers may focus on the convenience and practicality of the product, so it is recommended that Tesla conduct an in-depth survey of the consumer market to analyse the preferences of different consumer groups. At the same time, Tesla should design its products according to the individual needs of consumers, starting with the appearance, colour and style of the products to create product differentiation.

Strengthening Tesla's competition strategy

To analyse what kind of people Tesla cars are suitable for, to understand the psychology of such consumer masses and to meet the needs of consumers, enterprises must strengthen the collection, research and analysis of various information about the industry and rivals, and make all preparations in advance to minimise the opportunity cost for enterprises and to fight for the initiative in market competition. Competition is conducive to the development of the industry and beneficial to consumption. It is conducive to the development situation of industrial upgrading. But competition must be orderly, competition does not exclude cooperation. Therefore the main forms of competitive strategy that can be implemented are: one is horizontal cooperation, sharing of resource functions and complementary advantages. Rather, it is vertical cooperation. Third is strategic alliance. Strategic cooperation with other operators. Forty open-minded learning, learning from, Xu details to see the success or failure of other operators expenditure.

Tesla should learn from the recent cooperation model of Chinese auto companies.

Traditional car companies in marriage with technology giants Recently, for example, Geely, which has made a series of "cooperation" combinations, has once again become the spotlight of the automotive industry.

On January 11, 2021, Baidu announced a joint venture with Geely to form a smart car company for the passenger car market. According to Baidu, Baidu will enter the

automotive industry as a vehicle manufacturer and leverage its strengths in artificial intelligence, intelligent driving and in-car mapping to empower the new company, while Geely will become a strategic partner of the new company, and the two sides will work together to build the next generation of smart cars based on Geely's Haohan architecture. It is understood that the Haohan architecture is Geely's newly developed smart electric vehicle solution, which can cut software development time in half and can meet the full range of vehicle styling requirements. Geely's data disclosed in September 2020 shows that more than seven brands have already started the development of more than 16 new models based on the Haohan architecture, laying out different market segments. 13 January 2021, Geely announced the signing of a strategic cooperation agreement with Foxconn, under which the two companies will establish a joint venture to provide OEM production and customised consultancy services for global automotive and mobility companies, including but not limited to automotive complete vehicles or parts and components, intelligent control systems, automotive ecosystems and full industry chain processes for electric vehicles. Official documents show that the joint venture between Geely and Foxconn will introduce an ICT (information and communication technology) division of labour model to help client companies transcend their existing industrial models and accelerate their transformation into innovative and efficient manufacturing supply chain systems and business models. In addition, the two companies will also launch a strategic cooperation agreement on autonomous driving. In addition, the two companies will also cooperate on virtual simulation and cloud platforms for autonomous driving, accelerate the development

and application verification of autonomous driving products, and promote the improvement of relevant standards and regulations.

The cooperation model between traditional car companies and new car makers is showing a more diversified trend, from simple OEM cooperation at the beginning, to technology exchange, to capital integration, the relationship between the two sides is in a closer and closer state. This trend is due to the recognition of the new car makers by the traditional car companies on the one hand, and the urgent need of the traditional car companies to transform under the trend of the "new four" on the other.

As a result, at this stage of cooperation, the new car-making forces and traditional car enterprises have been able to achieve a certain degree of "complementary advantages, each taking advantage of the other's strengths", and the cooperation model has been deepening and diversifying, and from the initial OEM and strategic cooperation gradually developed into investment and joint venture relations. Competition in the automotive industry has gradually changed into ecological competition, which is the result of the resonance of industrial policies, efficient supply chains and cutting-edge technologies. In this large ecosystem, the value point of automobiles has shifted. The positioning of cars varies from company to company, and can be hardware, industrial goods, consumer goods, high-tech products, or even a luxury product, which has led to an increasing number of players entering the automotive industry. But regardless of the early or late entry, all car companies are on the same playing field in the future smart electric car circuit, and the final competition

will depend on both competitive strategy and overall strength, as well as the ability to actually control the product, market, technology and quality.

Despite its advanced technology, Tesla has not got rid of the problems of poor workmanship and low reliability, and the Model 3 was once even unable to rapidly increase production because of its relatively poor buildability. Cooperation with traditional car companies in this regard may solve such a problem.

3.2.2 Suggestions for the promotion planning stage

This groundbreaking marketing model in the field of car sales allows Tesla to have a more comprehensive understanding of customer needs, but at the same time, it also makes the marketing channels appear too single. Therefore, it is suggested that Tesla could use another emerging economic model, the sharing economy, to rely on a new customer base.

The emergence of the sharing economy has brought more opportunities for traditional car companies to choose from, with shared charging piles and vehicle leasing speaking as the mainstream trend for future travel. The emergence of many internet taxi platforms in recent years, compared to the traditional taxi industry norms are also more perfect, a key alarm, full recording, sharing mileage, emergency contacts have become the main factors, also means that the new industry segmentation speaks to bring new opportunities. This suggests that Tesla could offer a short-term rental model of less than a week, bringing potential consumers the comfort and pleasure of driving

through a relatively longer experience process, from sensory, emotional and reflective experiences.

Dealership model in the country

In order to provide high quality service to new energy vehicle customers, Tesla should select representative dealers with excellent service quality from its national dealer network to sell new energy vehicles. Tesla needs to plan its new energy vehicle sales network in a way that is appropriate for the future production and sales of new energy vehicles, taking into account specific indicators such as the sales of new energy vehicles in each city, future market potential, the network layout of different companies and the capacity of dealers. The new energy vehicle business was launched in six first-tier cities, namely Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou and Chengdu. They are selected from the national dealer network and are representative dealers with excellent service quality. Based on the quality service of their traditional fuel vehicles, they are provided with professional new energy vehicle sales and after-sales training, special tools/equipment and basic charging facilities to ensure that each dealer can provide quality, efficient and professional new energy vehicle services. In line with the upcoming launch of the new energy model MODEL Y, several new authorized MODEL Y dealers have been added to the existing network, covering 16 cities in 15 provinces/municipalities including Beijing, Shanghai, Tianjin, Liaoning, Shandong, Zhejiang, Henan, Jiangsu, Guangdong, Fujian, Hubei, Hunan, Sichuan, Shaanxi and Chongqing. In the future, with the launch of more new energy models, the network of

authorised dealers will be further expanded to continue to provide high quality services to customers in accordance with the consistent high quality service standards to meet the growing market demand for new energy vehicles and customer needs. In order to ensure that MODEL Y authorised dealers can provide high quality and efficient services to customers, all MODEL Y dealers have been strictly selected based on the following criteria: location in a model city for the promotion of new energy vehicles, with excellent location and convenient transportation; site area and supporting facilities meeting the requirements, 35 with Level 2 qualification or above (including Level 2). The site should have strong operational management capabilities, high customer satisfaction, highly qualified and experienced sales and after-sales staff, and mature after-sales technical capabilities. In order to meet the charging needs of new energy vehicles during display, test drives, repairs and maintenance, and to provide charging services for vehicle owners, the authorised new energy dealers have equipped charging facilities in the following areas in accordance with Tesla's uniform standards. Each service bay is equipped with charging facilities, and at least three other charging facilities are provided at appropriate locations with signage and guidance to provide charging services for social vehicles. The quality and safety of the facilities are checked and accepted by the Network Development Department. Tesla also has a dedicated parking area at the dealership for vehicles awaiting repair. Each authorised dealer is fully equipped with the special tools/equipment needed to maintain and repair the new energy vehicle, maximising the quality and time required for repairs. The dealership also has dedicated spare parts for electric vehicles. There are at least two dedicated

repair bays for electric vehicles and at least one repair bay for passenger cars with a lift, and clear operating procedures for inspection and repair work on site. Special maintenance equipment/tools for new energy vehicles include: special tools for removing and installing the power battery, engine and transmission; safety monitoring equipment, cables and connectors for the high-voltage electrical system; sensors and equipment for diagnosing the electric motor control system; software upgrade and PIN code reset equipment for the charging system; safety protection equipment for service personnel: insulated, acid- and pressure-resistant safety gloves, insulated labour protection shoes, and safety equipment. safety equipment for service personnel: insulated, acid- and pressure-resistant safety gloves, insulated work shoes, suitable high-voltage protection tools (in accordance with VDE standards), goggles, etc. In order to provide customers with detailed explanations and safe test drives, all sales staff of the new energy models are trained and certified to a high standard. The sales staff are also trained intensively, with at least three people trained in the sales department of each authorised New Energy dealership. The participants have to pass a test before they can be certified as Model Y Sales Specialists. Only sales staff who have passed the MODEL Y Sales Specialist certification are qualified to provide sales services to customers. In order to meet the service and repair needs of new energy vehicles, Tesla provides each authorised dealer with two certified and trained high-voltage service technicians and one service advisor. The service advisors are also given specific training on new energy vehicles to ensure that they can properly service new energy vehicle owners. The high voltage technicians are all qualified to operate with high

voltage and have obtained an electrician's certificate issued by the local safety authorities. [40]

Promotional strategies

Official used cars

As Tesla is currently positioned in the high-end market, but with the gradual development of Tesla in the Chinese market, it has attracted a large proportion of consumers, although the high price has deterred many consumers, thus losing a large part of the market. In order to reduce this loss of consumers, CPO Tesla sales can be adopted, both to ensure the quality of the car and to provide consumers with a low-cost product

CPO is short for Certified Pre-Own, which is generally called Certified Pre-Owned in Chinese, a concept that first came from Lexus and Mercedes-Benz in North America. In the 1990s, in order to boost sales of their new cars, car dealers in the US came up with a way to allow consumers to experience premium cars at a lower price through long-term rentals. But this method also had a major drawback. After a few years, the lease period ended and a large number of luxury cars piled up at the dealership and became stagnant. Most of these cars were in good condition, so the dealers came up with the concept of CPO to refurbish, inspect, replace parts, etc., and add additional services such as extended warranties, roadside service, regular dealer maintenance and the use of credit while the car was in the shop, before re-selling the

lot. Other dealers followed suit and CPO vehicles began to appear on the market in large numbers. Currently, around 45% of used cars on the market in developed countries abroad are CPO certified used cars.

Generally speaking, CPO certification means that the car has passed some form of pre-sale inspection, usually involving more than 100 items, from the engine and transmission to the tyres, battery, exterior and so on. Theoretically, all the car's original problems should have been addressed. If they are not successfully resolved, the car does not meet the requirements. Certification varies slightly depending on the manufacturer or dealership, including restrictions on the age of the vehicle, mileage, and whether it has been involved in an accident. Chevrolet, for example, has an inspection that includes all of the above and adds an additional 12-month or 19,000km bumper-to-bumper warranty, and the engine warranty has been increased to six years or 160,000km. Honda has done the same and extended its engine warranty to 7 years or 160,000 kilometres.

While limiting your search to CPO vehicles will weed out some of the salvage, it doesn't guarantee you'll get a good, reliable car. CPO cars typically cost more than their non-CPO counterparts, ranging from a few hundred dollars to over \$1,000.

Advertising case promotion

Based on the current promotional methods used by Tesla, Tesla cars are more about the customer experience, and the celebrity effect, to drive consumer purchases.

However, the word-of-mouth type of experience, based solely on word-of-mouth, is still a relatively narrow audience in terms of the scope of Guo Yue. For this reason Tesla Motors can, in its future publicity, target the profiling of the user group, understand the needs and preferences of the target group, and have more public figures lead the experience of Tesla to share their experience of using it, so that it will thus broaden the audience, and be a group of people with the same interest to further people, understand and trust Tesla.

3.2.3 Suggestions for the systematic marketing planning phase

Develop low-end, low-cost products

The five models currently on sale in the Tesla China market are MODEL S, MODEL 3, MODEL Y and MODEL X. The prices of these five models are RMB733900-1239900, RMB266700-339900, RMB347900-377900 and RMB772900-999900 respectively. MODEL3 and MODEL Y are priced lower and have higher sales.

The financial report released by Tesla in 2020 shows that in the first half of 2020, Tesla's operating revenue was US\$12.021 billion. Of this, operating revenue in China was US\$2.3 billion, accounting for 20% of its total revenue. The Chinese market has become an important source of profit for Tesla. Analysts pointed out that Tesla recovered quickly from the impact of the epidemic in the first quarter and continued to make profits for four consecutive quarters, mainly thanks to the significant increase in sales and profitability of the four major models worldwide and the explosive growth of

the Model 3 in the Chinese market. With the delivery of the domestic Model Y in 2021, the potential exists for Tesla's product sales to exceed expectations. The financial results show that Tesla achieved total revenue of US\$6.036 billion in the second quarter, exceeding the market's previous expectations of US\$5.4 billion; operating profit of US\$327 million, with an operating margin of 5.4%; net profit of US\$104 million, compared with a loss of US\$408 million in the same period last year, achieving profitability for four consecutive quarters. In the second quarter, the company's cash and cash equivalents grew by US\$535 million to US\$8.6 billion; operating cash flow (free cash flow), net of capital expenditure, reached US\$418 million, again exceeding market expectations. Affected by the new crown pneumonia outbreak, Tesla produced a total of about 82,000 vehicles in the second quarter, down 20% from the previous quarter; delivered about 91,000 vehicles, up 3.4% from the previous quarter. Among them, Model 3 and Model Y deliveries exceeded 80,000 units. With a combined total of 179,000 vehicles delivered in the first half of the year, the sales figures far exceeded market expectations.

Tesla was able to achieve such an excellent market performance thanks to the hot sales of the Model 3. The model delivered a total of 442,511 units last year, accounting for a whopping 88.58% of total deliveries. According to data released by the China Association of Automobile Manufacturers, the Model 3's cumulative sales in China reached 137,459 units last year, making it the top-selling new energy vehicle in China in 2020.

The Model 3 is the right type of product for the Chinese market as it is priced lower and sells more than other models, so Tesla Motors needs to increase production of vehicles with this positioning and develop new products. This will allow it to integrate into the Chinese car market, respond to consumer choice, provide consumers with more of these options and gain a larger market.

Finding new market segments

By looking for new market segments, the existing relatively thin product lines are inadequate. For example, the MPV market has not seen much growth in the last two years, but according to the traditional Chinese mindset of "bigger is better", coupled with the obvious trend of China's ageing population, the one-child policy in the 1980s and the "two-child" policy now being vigorously implemented, this means that a younger population is more likely to have a better choice. "This means that a young family has four elderly people and two children, and the choice of a multi-seat MPV is a necessary choice for such families. By maintaining the original characteristics of the product and developing a new range of models, the market has considerable potential for development [41].

Green marketing experience

The global warming crisis has become unstoppable, and how to maximize the harm to reduce the greenhouse effect is the common research goal and trend of governments.

At the same time, the metal cobalt is most a highly carcinogenic element, speaking to the future of recycling put forward a new test. Therefore, in the recycling of the battery in the Lane, the current academic community on the focus of the pool recycling is not a reasonable way, thus can be further developed and expanded.

On the one hand Tesla can take this as an opportunity to reduce the number of battery recycling by holding activities for battery recycling from a long-term development perspective, for example, recycling batteries can be replaced with new batteries at a discount, carrying out public service speeches on battery recycling and informing how to effectively maintain the life of the battery, thus reducing the number of battery recycling, supporting green public welfare, cooperating with relevant public welfare organisations and practising corporate The company is also cooperating with relevant public welfare organisations to enhance the social credibility of Tesla. On the other hand, the battery technology can be further improved by reducing the proportion of harmful elements, thus enhancing its core competitiveness.

Green experience marketing can make consumers give more recognition to Tesla from the experience, from the entertainment and education experience to keep more public attention to the brand, so as to deepen the awareness of the brand and improve brand loyalty.

Improve privacy protection

The Internet car relies on the network, the network of security risks is one of the

many risks. 2015 in the Financial Times reported that Tesla models have outflow of major security vulnerabilities hidden, including low-speed driving can be controlled by hackers to turn off the engine, Tesla then issued a patch to repair the vulnerability, and this rapid response to the solution, the Tesla user's understanding, and did not affect the subsequent sales and other issues .

With the increased awareness of consumer privacy protection in today's society, being in an internet environment, system security performance is one of the key concerns of internet car manufacturing companies, if security vulnerabilities are exploited by hackers, compared to the resulting losses are incalculable.

In this regard, Tesla needs to strengthen the development of software to reduce the risks brought about by the Internet, so as to translate into competitiveness.

If the transfer is allowed, Tesla can cooperate with the police department and other relevant inspection work, for cyber crime, especially hackers on the electric car system attack to sweep and prevent, and through the development of strict and transparent management of network information measures. At the same time, the process of professional protection measures for user privacy is published through multiple channels in order to release more signals based on respect for privacy and protection of privacy, so that consumers get to know its brand values from a new perspective and clearly demonstrate a company that thinks about its customers.

Changing Tesla Motors' service strategy to reduce the impact of negative word-of-

mouth. Nowadays, consumers are increasingly looking for quality of service when buying a car, not only after the sale, but also before and during the sale.3.3.1 Dealership model in the country.

In order to provide high quality service to new energy vehicle customers, Tesla should select representative dealers with excellent service quality from its national dealer network to sell new energy vehicles. Tesla needs to plan its new energy vehicle sales network in a way that is appropriate for the future production and sales of new energy vehicles, taking into account specific indicators such as the sales of new energy vehicles in each city, future market potential, the network layout of different companies and the capacity of dealers. The new energy vehicle business was launched in six first-tier cities, namely Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou and Chengdu. They are selected from the national dealer network and are representative dealers with excellent service quality. Based on the quality service of their traditional fuel vehicles, they are provided with professional new energy vehicle sales and after-sales training, special tools/equipment and basic charging facilities to ensure that each dealer can provide quality, efficient and professional new energy vehicle services. In line with the upcoming launch of the new energy model MODEL Y, several new authorized MODEL Y dealers have been added to the existing network, covering 16 cities in 15 provinces/municipalities including Beijing, Shanghai, Tianjin, Liaoning, Shandong, Zhejiang, Henan, Jiangsu, Guangdong, Fujian, Hubei, Hunan, Sichuan, Shaanxi and Chongqing. In the future, with the launch of more new energy models, the network of

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repair bays for electric vehicles and at least one repair bay for passenger cars with a lift, and clear operating procedures for inspection and repair work on site. Special maintenance equipment/tools for new energy vehicles include: special tools for removing and installing the power battery, engine and transmission; safety monitoring equipment, cables and connectors for the high-voltage electrical system; sensors and equipment for diagnosing the electric motor control system; software upgrade and PIN code reset equipment for the charging system; safety protection equipment for service personnel: insulated, acid- and pressure-resistant safety gloves, insulated labour protection shoes, and safety equipment. safety equipment for service personnel: insulated, acid- and pressure-resistant safety gloves, insulated work shoes, suitable high-voltage protection tools (in accordance with VDE standards), goggles, etc. In order to provide customers with detailed explanations and safe test drives, all sales staff of the new energy models are trained and certified to a high standard. The sales staff are also trained intensively, with at least three people trained in the sales department of each authorised New Energy dealership. The participants have to pass a test before they can be certified as Model Y Sales Specialists. Only sales staff who have passed the MODEL Y Sales Specialist certification are qualified to provide sales services to customers. In order to meet the service and repair needs of new energy vehicles, Tesla provides each authorised dealer with two certified and trained high-voltage service technicians and one service advisor. The service advisors are also given specific training on new energy vehicles to ensure that they can properly service new energy vehicle owners. The high voltage technicians are all qualified to operate with high

voltage and have obtained an electrician's certificate issued by the local safety authorities.[40]

Optimize after-sales service

Optimize dealer sales staff training

In order to ensure the smooth operation of the business, the sales outlets should follow the relevant provisions of the business standards to recruit and meet the requirements. And send relevant personnel to participate in training courses organized or arranged by the manufacturer. In order to better help the Tesla brand to promote high-quality Tesla electric vehicles in China, so that consumers can experience the benefits of Tesla electric vehicles.

Charm, to help Tesla sales consultants better deliver relevant information and services to customers. The Tesla Training Department trains sales staff in various stores. The content mainly focuses on the product knowledge of Tesla electric vehicle models. Recognition, dynamic test drive, and handling of related objections. In addition, new energy models are different from other brands. Other models are more complicated than traditional models, and need a full-time sales consultant who can solve them well.

Tesla customers have issues related to car purchase, car use, and charging. Therefore, in order to ensure. Asked to have this ability, after the training is over, the sales consultant will be assessed and certified specifically.

The training content mainly includes:

(1) Tesla brand strategy: Explain Tesla's development strategy for electric vehicles, and development

The need for electric vehicles, and emphasizes Tesla's emphasis on new energy sources, as well as future development trends.

(2) Tesla's new energy product explanation: through multiple channels, using a variety of advanced and efficient teaching methods,

Explain in detail the advantages of Tesla's new energy products, and at the same time explain the energy-saving and environmentally-friendly performance of the products

(3) Tesla's new energy vehicle sales skills and objection handling: explain the advantages and sales strategies related to new energy vehicles. At the same time, explain the product related products brought by the customers that the sales consultant will face in the future.

Objections and provide solutions. Explain the difference between the sales of ordinary models during the entire sales process, such as charging

Installation related knowledge, and liaison with the charging installation company, etc.

(4) Corresponding drill links are set up for the trainees in the training to simulate

the real purchase scene of customers,

Help trainees to master the relevant knowledge of Tesla's new energy vehicles.

Start sales of new series models. In 2020, the cumulative sales of MPVs in the Chinese market will be 1.09 million, and the cumulative sales of SUVs will be 898,000. With the launch of a new series, the annual sales of Tesla's MPV models are expected to reach 250,000, and the current MPV price in the market is 300,000 yuan. For pricing, the annual sales volume is 40 million vehicles, which can generate 1.2 million yuan in sales per year. Enter the low-price market and sell two-door small bridge cars. Take the Wuling Hongguang miniev as an example. From July to December 2020, the sales volume is 127,700. The annual sales are expected to reach 200,000, and the low-end price is 100,000. RMB shall prevail, and the annual sales are expected to be RMB 3 million. Tesla has sold 399,600 vehicles in the Chinese market in 2020. The addition of these two types of models can increase Tesla's sales by 600,000 vehicles and increase Tesla's total vehicle sales by 50.15%.

Generally speaking, second-hand car sales are about 60% of new cars. If the official second-hand car sales model is implemented, Tesla's sales in 2020 can be used as an example to increase Tesla's sales of 239,800 vehicles.

Table 3.1- Advice provided

Stage	Measures	effect
Product stage	Enhance core competitiveness Carry out cooperation between enterprises, improve autonomous driving technology, improve battery quality, and accelerate the development of new products	Strengthen Tesla's product competitiveness in the Chinese market
Promotional stage	Promotional stage	Broaden sales channels, increase visibility, and promote sales
System marketing stage	Open up low-price markets, Looking for new market segments, Green marketing, Improve customer privacy, Optimize after-sales service	Enhance corporate brand value and develop new markets

In 2020, China's electric vehicle sales volume will be 1.3 million and Tesla's share is 30%. At present, the market is fiercely competitive. Tesla has carried out active marketing strategies on the basis of existing ones. Through celebrity advertising effects, sales channels are improved and maintained well. Customer relations, enhance brand

image, sales are expected to increase by 50%.

Summary

According to the analysis conclusion of Tesla's marketing strategy, improve Tesla's marketing strategy, make new product strategies, adjust the types of sales models, increase mpv and small economical vehicles, to increase Tesla's sales volume and further expand Market share in China's auto market. In terms of sales promotion strategies, new advertising models featuring celebrity endorsements have been added to promote consumption. At the same time, it has also increased the maintenance of the brand, using effective customer maintenance methods to reduce the loss of potential customers. Adapting to the new strategy of China's electric vehicle market can bring new development to Tesla's Chinese market.

CONCLUSION

In today's globalised world the trend is inexorable and countries around the world have become closely linked through trade. From a time when China was an extremely backward developing country, the reform and opening up of the country in 1978 has led to a world-renowned economic development. After only 40 years of development, China's economic development has achieved worldwide prominence. Faced with the pressure of economic downturn, environmental pollution and the increasing depletion of traditional energy sources, China's automotive industry has entered a period of transformation and upgrading to new energy vehicles. For the time being, the development of electric vehicles is an effective way to achieve this transformation. With Chinese government continues to increase its support for the development of electric vehicles, China's electric vehicle industry has also entered a period of rapid development. The Chinese government has been increasing its support for the development of electric vehicles, and China's electric vehicle industry has entered a period of rapid development. In this context, Tesla Motors has also stepped up its presence in China, and its future development in China is worth looking forward to. The future development in China is worth looking forward to. Tesla has to seize the opportunity to establish the right marketing concept in the new environment, pay attention to the brand connotation, shape the excellent corporate culture, and at the same time adopt the brand strategy to keep up with the times so as to achieve a strong market position and grasp the competitive advantage in the new era and under the increasingly competitive situation.

This paper analyses the marketing strategy of Tesla, a new energy vehicle, from the analysis of its internal and external environment and marketing plan, and explains how Tesla is developing as a leader in the Chinese market. Tesla's marketing strategy through Tesla has seized the high-end electric vehicle market through a unique and specific marketing strategy, forming a strong competitive

advantage.

Tesla's entry into the Chinese market has so far created awareness of the brand and its products, and has established a good image in the minds of consumers by taking a large share of the new energy market.

But at the same time, at this stage of the Chinese electric car market, the competition is fierce, as the enterprise itself, the quality of the product is not excellent, there are defects in the organizational structure, at the marketing level, Tesla broke through the original archipelago marketing method, into the direct mode, for consumers this list of manufacturers directly facing the customer makes the price more transparent, but in the service level is poor.

Therefore, Tesla needs to innovate and improve itself to compensate for its weaknesses. By adjusting the relevant strategies to promote the development of the Chinese market, further expand its share in the Chinese market and shape an all-round car company.

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