

One important objective of using cases is to examine whether a company's success or failure can be explained by principles and concepts of sound strategy making that theory puts out. Therefore, do review concepts from chapters you covered so far and apply where they are relevant.

Questions for discussion:

1. Did Tesla build capabilities/organizational skills that give it sustained competitive advantage in 2017 and beyond? Or was company just enjoying advantage of a first mover with attractive product design and a leader with excellent marketing skills? If the company has built unique capabilities identify them and show how they helped Tesla's performance so far.
2. In today's era of reasonable gas prices and diminishing govt subsidies, is there place for an electric vehicle [EV]? What is the case to say yes, and what is the case to say no? As the case says, several auto manufacturers are intensely competing in the EV market, which company do you think will win? Give well developed reasons for your answer.

Remember the deadline applies to both original posts and response posts. And you can see others' posts only after you have posted your original post. So if you plan to post responses, you should complete your posts first so that you can be able to read and respond to others posts.

Criteria in evaluating original posts are: 1.quality of analysis. Do not just review of facts, but interpret the implications; 2.application of relevant course concepts, 3. clarity of logic and development of reasoning, and 4. good and correct writing.

Your original posts should not exceed 500 words and response posts should be 150 words or less. Please do not exceed these word limits. The 500 word limit applies to the total post and not for each question.