

1. I believe that Tesla did not build the skills to obtain sustained competitive advantage. When it first started out, you probably would have thought that they were going to be the main manufacturer for electric vehicles, but more popular car companies like BMW, Mercedes and Audi have come out with the same cars that would compete with the Model S and X. Then there were companies like Ford and Toyota that came out with models that competed directly with Tesla's Model 3. In the early years, when they first introduced these models, they had all the right steps in trying to achieve a competitive advantage over others, and they almost had it. Unfortunately, their plan did not follow through like they had thought they were going to. I feel that many people either don't really know about Tesla unless they like electric cars, and from the amount that I see on the road today, there are not many that drive them, in the United States at least. This may have been a reason why they weren't able to keep up with such competition like BMW or Toyota. I think that they had the right intentions and strategy to have sustained competitive advantage, but it was poorly implemented. It also almost seemed as if the company didn't think that their competition would come out with such vehicles that could compare or beat out their own. Overall, Tesla is still coming out with vehicles that sell and look to be making out okay.

2. I think there can be a place for electric vehicles. There is not much popularity as there was in years past but people seem to still be interested. The main reason why many don't seem to buy electric hybrid cars is because they can't travel too far without needing a charge. There are also not a lot of charging stations available. According to the case, BMW, Mercedes, Porsche and Audi are working on having vehicles that can travel 300+ miles. With those models potentially coming out this year, it can have an increase in the amount of people that buy electric cars. The charging stations are still going to be an issue

but at least you can get where you need to go without worrying about it too much. Will all the manufacturers competing in the EV market, I'm not too sure who will win, but would probably say BMW or Mercedes. When you think of these two manufacturers, you think of luxury and good quality. Money can be an issue but when it comes to electric cars, or any in general, you want one of high quality, especially if you don't know much about them in the first place. I think consumers will see that they are making these cars, and be more interested.