Comparison of Businesses Matrix

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| Comparison Items | Business Name | Business Name |
| Ford  | Tesla |
| Value Proposition | Value creation based on implementation of suggestions from customersThe 2nd largest automaker based in U.S., and trusted brand for more than 100 years | Focus on vehicle performance e.g. high capacity batteries, dual electric services, comfort, etc.Innovative IT software Eco-friendly  |
| Target Market | Family automobilesHigh-end customersMiddle class | Males between the age of 20-35People earning at least $50,000 annually Tech savvy people  |
| Value Chain | The company spends over $5 billion on R&D to improve design Has over 10,000 dealers spread in the worldFocus on clean, fuel efficient vehiclesOver 90% of materials can be remanufactured and reused | Focus on sports and rare models of vehiclesAdvanced tech Solar powered vehiclesPartnership with ToyotaUse of multiple channels of distribution, both online and physical retail outlets Long-lasting oil and free battery recharge  |
| Revenue | Made $156.8 billion in 2017 in revenues  | Made $ 11.76 billion in 2017 in revenues  |
| Position | Market cap $35.244BReliability, fuel efficiency, high quality, low cost | Boasts on unique, sleek, high-end electric and semi-electric motor vehicles Market cap $51.012B |
| Competitive Strategy |  Smart cars, fuel efficiency, streamlined decision making, no government funding | Use of superior technology Focus on electric vehicles Eco-friendly vehicles |
| Form of Ownership | Limited liability public company, publicly traded  | Limited liability public company, publicly traded |