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 customers  The 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 automobiles  High-end customers  Middle class | Males between the age of 20-35  People 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 world  Focus on clean, fuel efficient vehicles  Over 90% of materials can be remanufactured and reused | Focus on sports and rare models of vehicles  Advanced tech  Solar powered vehicles  Partnership with Toyota  Use 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 $35.244B  Reliability, 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 |