Just the case, the textbook and your brain.  :^)

**Analysis: focus on External and/or Internal Environments**

1. Conduct a PESTEL analysis to identify the forces affecting car manufacturing of alternate energy vehicles.
2. Conduct a SWOT analysis to analyze internal and external conditions Tesla must consider going forward.
3. Using VRIO analysis, evaluate whether Tesla has sustained a competitive advantage.

**Formulation: focus on Business, Corporate, and/or Global Strategy**

1. How does Elon Musk constrain Tesla’s options?

**Implementation:  focus on Recommendations and How to Execute Them**

1. What short-term objectives are required for Tesla to survive?
2. What are the primary elements of Tesla’s internal and external environment that need to be addressed for it to achieve a sustained competitive advantage? (hint: revisit your SWOT analysis and suggest to Tesla how they can take advantages of strengths and opportunities and overcome threats and weaknesses)

**RUBRIC:**

1. Rigorous Thinking (ie, effort and is thorough) – not just going through the motions (not just cutting and pasting from case)
2. Organized well – easy to skim + go in depth – ie, Business Style Writing
3. Answers make sense (not necessarily “right” but your arguments/facts support your suppositions and you show well-organized thinking)
4. Use the frameworks and course concepts correctly
5. No typos + professional and polished -- ie, a boss would approve.
6. Followed directions (including not using modern day info or outside sources)