

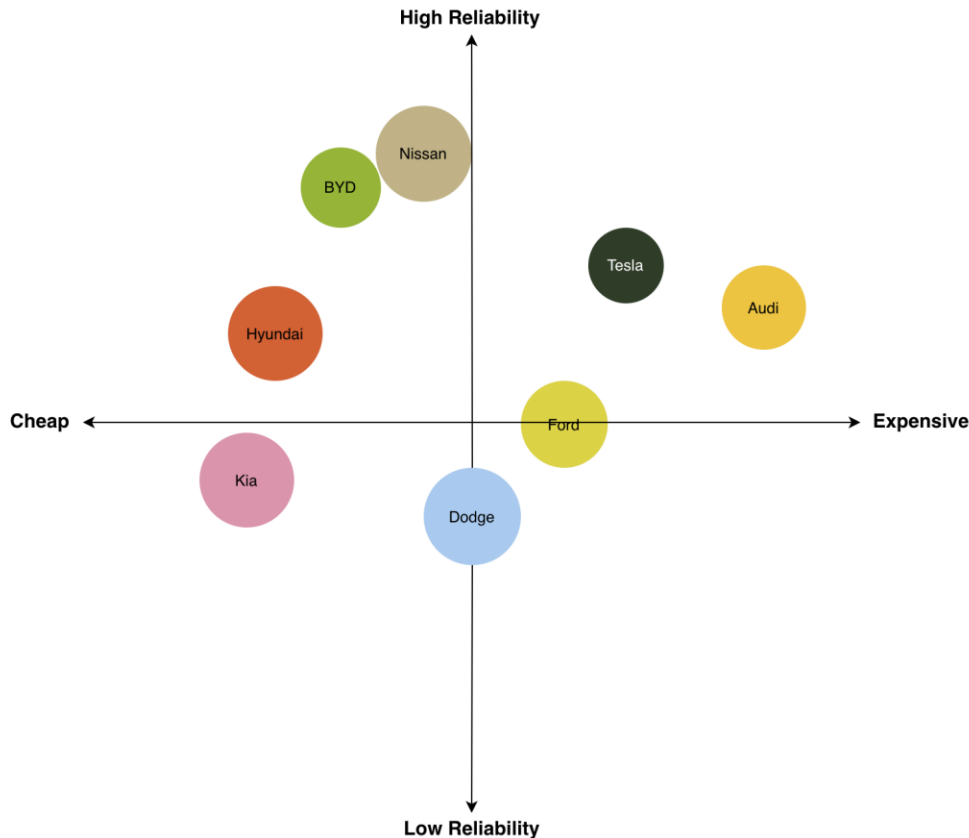
Wednesday March 18th

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TESLA

Part A: Perceptual Mapping

1.



Key Competitors: Tesla has established itself as a key player in the EV market and needs a repositioning strategy due to the growing number of competitors with more reliable alternatives at lower price points than Tesla.

Tesla is currently positioned in the right quadrant of the perceptual map but does not have the highest reliability rating when it comes to their EVs. Audi is also priced at the high end, but less reliable than Tesla. Both Hyundai and BYD have a lower price point than Tesla, with BYD having better reliability while Hyundai has slightly lower reliability. Nissan also has a high reliability rating, and at a moderate price point. Ford, Kia and Dodge are priced at the low to moderate price point and at the same time, have the lowest reliability rating.

BYD is currently Tesla's biggest competitor in the EV market because it provides a very high reliability rating for an EV and is priced lower than Tesla.

2.

The Problem: Tesla faces multiple problems concerning its brand positioning in the market. First, there seems to be uncertainty about how well their products perform in the long term. There is a lack of certainty about the overall durability and reliability of Tesla vehicles compared to cars produced by other electric vehicle manufacturers. Additionally, Tesla hasn't been able to provide an estimated life expectancy for its vehicles; more information must be available on previous models to make an accurate estimate of their reliability. Meanwhile, consumers have had years of experience with various Nissan vehicles that have proven to be reliable over time.

The Strategy: The "Durable Utility" Pivot: To alleviate this problem, Tesla will perceptually reposition toward the high-reliability, mid-price sector of the market. The brand will pivot from innovation and luxury to long-term proven utility. Tesla will leverage its 2026 "top pick" status from Customer Reports to overcome Audi and BYD in reliability. While highlighting newer models' resale value thanks to their 10th generation powertrains, helping justify Tesla's position on the price axis.

Alleviating the Positioning Problem: The repositioning strengthens the association of Tesla with reliability, thus providing a credible reason for consumers to purchase Tesla vehicles at the mid to high price point. By focusing on reliability, Tesla changes from a risky purchase to a more dependable and safer one. By demonstrating that lower-priced competitors often carry higher long-term costs in maintenance and depreciation, proving Tesla's better total value to buyers. Over a five-year lifecycle, Tesla's reliability transforms the purchase from a luxurious risk into a smarter, more stable investment, especially when juxtaposed with competitors' vehicle depreciation.

3. Implementation of the 4 P's

- **Product:** Tesla will emphasize the 2026 "Juniper" update, marketing its "digital durability" and hardware lifespan as superior to the glitch-prone software systems seen in competitors like Audi and Ford.
- **Price:** Marketing will shift from an emphasis on upfront purchase prices to advertising a "Total Cost of Ownership" advantage, demonstrating that Tesla's high resale value makes it the smartest financial choice over a five-year lifecycle.
- **Place:** Investment will shift from sales-focused showrooms to dedicated service, maintenance, and support "hubs." Continued Supercharger network expansion ensures users refuel in an exclusive, functional environment, reinforcing the brand image of a dependable, well-thought-out infrastructure.
- **Promotion:** Tesla will move from social media hype to "evidence-based" campaigns. These will be propelled by 2026 reliability awards and high-mileage owner data to permanently put negative perceptions regarding build quality to rest

Part B: Sampling

Strategy:

1. Defined Strata: Strata represents sub-groups within a larger population that contain common traits. For purposes of UTA Career Services, it would be most relevant for us to categorize the strata as Academic Colleges: Business, Engineering, Liberal Arts, and so forth. Since each academic college represents a distinct segment of the senior population, using them as strata when selecting respondents will help us gather accurate data that represents all 1,000 respondents surveyed.

2. Allocation of 1,000 Seniors: Using the proportional allocation method, we will take each college's percentage of total senior enrollment and multiply it by the total sample size (1,000) to determine how many students to sample from each college. For example, if 20% of UTA's total senior enrollment is made up of students in the College of Business, we would allocate 1/5 or 200 of 1,000 spots to students from the College of Business on the survey sample.

3. Selection Method: Stratified Random Sampling will be chosen as the selection method. After dividing students into the colleges, we will randomly select respondents from the Registrar's list of students within the colleges using a random number generator. This is a preferred method of sampling compared to systematic sampling, as it eliminates any potentially biased selection and will provide more accurate data to ensure results accurately represent LinkedIn usage across seniors.

Frame, Mode of Contact, and Fielding Plan:

Mode: The mode for this study is multi-channel, using official university email (MavMail) and in-person approaching during senior-level lectures. The sampling frame will be the UTA Registrar's Senior Enrollment List, because it's the only verified source for the target population. It fits seniors because it's very feasible and fast, with digital, and in-person invitations to ensure the study reaches both residents and commuters who might ignore a single email notification.

Errors: Mistaken inclusion is a possible frame error, as students might be incorrectly classified as seniors in the registrar list, so we will verify classification using enrollment data before distributing the survey. On the other hand, mistaken exclusion may occur if seniors who recently transferred are not yet on the list. In response to this, we will cross-reference the frame with departmental records and update enrollment lists to account for stragglers.

Reducing Nonresponse Error: We will also mitigate nonresponse error by keeping the survey short-length, taking under seven minutes to complete, showing respect for busy seniors and preventing attention loss. Additionally, we will implement a reminder strategy to follow up on those who haven't responded, capping at three notifications. While automation can prevent unnecessary messages to students who have already completed the survey.

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