



UW GBCC

CASE #2 2021

CASE PACKET

April 20th, 2021

Dear UW GBCC Teams,

Enclosed you will find the case for the 2021 GBCC Case #2 "**Tesla's Global Expansion Strategy**" by Suresh Kotha and Debra Glassman, Foster School of Business 2021.

You are a team of auto industry analysts preparing an investment report on Tesla. The judges are potential investors in Tesla stock.

Case Charge:

1. Was it a good decision for Tesla to locate a European factory in Germany? Identify the advantages and disadvantages and draw a conclusion.
2. Is it a good idea for Tesla to locate the next Gigafactory in India? If yes, why do the advantages outweigh the disadvantages? If no, what should Tesla do instead?
3. Is Tesla's global expansion likely to contribute positively or negatively to its stock price over the next three years?

Notes: Please limit the focus to passenger cars and assume the pandemic will be over by 2022.

If you have a question about the competition, the rules, these instructions, or the case please contact Nedda Soleymani (neddas@uw.edu) or fill out the Contact Us Form on the GBCC Platform.

Sincerely,

The Global Business Center
Michael G. Foster School of Business