1. Hello, I'm glad you can see this letter in your busy schedule. The first draft of the paper is attached. Please give your guidance and look forward to receiving your review comments as soon as possible.

2. Dear Professor,

Hello, in recent days, with your help and guidance, my homework has been preliminarily completed. Now I submit my paper to you. I hope you can put forward some amendments and guidance to see which aspects need to be improved. (the cover will be added later to see if there is any requirement)

We look forward to your reply.

3. Thank you very much for your guidance. At present, it has been modified according to the contents of your guidance. Can I submit it next.

4. At present, I have participated in the review of last week's zoom meeting and revised the assignment draft according to your review comments. I hope you can review the attachment draft to see what needs to be further improved.

5. I have finished the draft of the paper , but I feel there are many shortcomings. Please give your guidance on whether the framework, format, cover and font of the paper need to be improved. If you have any questions, please reply me by email. We look forward to your reply.

6. Hello, my paper (homework) has been adjusted. I hope you can find time to consult it. I hope you can put forward valuable suggestions for me to improve. I am not very grateful.

7. The contents have been adjusted according to the guidance requirements. Please check and review.

8. I'm sorry for not meeting the operation requirements. I will try my best to revise and complete the operation.

9. Is there any fixed requirement for the cover and content format? If yes, please send me the template to thank you.

10. My paper (assignment) draft has been completed, please review and guide.

11. I have received your comments, and I will revise them according to the comments.

**Chapter 10**

1. Factors to be considered in determining promotion mix include:

#### **Advertising**

#### **Sales Promotion**

#### **Personal Selling**

#### **Publicity**

#### **Public Relations**

2. Online promotion has the advantage of low cost. The effect of online promotion is more accurate. Online promotion is not limited by regions. Online promotion saves us more time. However, many enterprises now use online activities to promote, and the competition of online promotion is fierce. While offline promotion will be limited by the region, and the time and cost will be relatively large, but it can directly contact the target customers, and the crowd positioning is more accurate. It also allows customers to have a more comprehensive understanding of the advantages of products and services, and offline promotion users can directly contact the physical objects, which can enhance users' trust in goods.

3. Marketing mix, also known as marketing mix, is a systematic overall strategy that combines various marketing strategies and means to achieve the best strategy implementation effect and is more conducive to achieving the marketing strategic objectives.

Although there are many ways to develop the marketing mix, one thing is certain, that is, promotion is a very important part of the marketing mix, and in terms of trends, promotion plays an increasingly important role in the marketing mix.

Promotion is not isolated, it must be closely combined with other marketing strategies and means to truly realize its value. In other words, the role of promotion can only be fully demonstrated in the marketing mix. Therefore, in the promotion planning, we must not leave the comprehensive thinking of marketing mix.

**Chapter 11**

1. Product conception, product structure design, process design and market introduction

2. Whether an enterprise can continuously carry out product innovation and develop new products suitable for market demand has become an important issue that determines whether the enterprise can achieve sustainable and stable development. Especially in the new economic era of rapid development of science and technology and greatly shortened product life cycle, the challenges faced by enterprise products are more severe. Failure to update products in time may lead to the demise of enterprises. In enterprise competition, cost and product differentiation have always been the core factors. Scientific and technological innovation can reduce the cost of products. Similarly, a new production mode will also help the product differentiation of enterprises. Marketing innovation is an effective way to enhance customer value and obtain and maintain competitive advantage.

3. The product design process needs to integrate the design idea of product life cycle, which is mainly to design and grasp the key points according to the product life cycle, so as to promote the development of product design.

Product design can make products win a place in the market, instead of being eliminated by the market and entering the end of the life cycle ahead of time.

Product design can improve the life cycle length of products by controlling the process.

4. Product design can enable products to gain market share and prolong product service life cycle. At the same time, product design can enhance the added value of products.

**Chapter 12**

1. Inventory refers to the goods actually stored in the warehouse. Determining / controlling the inventory level within the logistics system can balance the demand for product availability with the demand for minimizing inventory holding and processing costs.

2. Inventory is divided into the following six types: cycle inventory, in transit inventory, safety inventory (or buffer inventory), investment inventory, seasonal inventory and idle inventory.

3. (1) improve the flexibility of production plan. The fluctuation of external demand caused by fierce market competition is a normal phenomenon. Strengthening inventory management can reduce the pressure of the production system and produce finished products as soon as possible.

(2) Meet changing needs. A customer may walk in the street to buy a stereo, or he may be a mechanic who needs a toolbox or manufacturing process tools. These stocks are called expected stocks because they are held to meet the expected average demand.

(3) Prevent interference. In order to ensure continuous production, manufacturing enterprises usually use inventory as a buffer.

(4) Prevent out of stock. Maintain safety stock to cover delivery delays. The safety stock here refers to the inventory held higher than the average demand according to the change of demand and delivery time.

(5) Make full use of the discount advantage of economic orders. There is usually a big discount for large orders.

(6) Shorten the order cycle. The production cycle of the product is directly proportional to the inventory of the production system and inversely proportional to the output. Generally speaking, high inventory and long production cycle will increase the complexity and difficulty of production management and make it difficult for enterprises to ensure the delivery date of products. Good inventory management can not only shorten the production cycle of products and ensure the delivery time of products, but also improve the flexibility of the production system and improve the service ability of users' diversified needs.

4. Every mistake in business strategy will eventually become inventory. Business strategy directly affects the mode of inventory management.

5. Due to covid-19 pandemic, enterprises engaged in supply chain cannot respond quickly, and international trade is disturbed.

·Geopolitical and regulatory issues are affecting the normal progress of international trade

·Developed countries are gradually reducing their participation in Global trade.

**Chapter 13**

1. Minimize the risk of system failure, control the cost, ensure that the capacity meets the requirements, and provide support for the business.

2. Good capacity management can help eliminate some "last-minute" temporary emergency blind procurement or excessive procurement. There are mainly the following aspects:

·Capacity analysis

·Capacity optimization

·Capacity forecast

3. Measure and test the effectiveness of capacity management planning through resource indicators, service indicators and business indicators

**Chapter 14**

1. · by limiting its product line to four types of vehicles, Tesla can more effectively manage material procurement and supply chain processes.

·Tesla's manufacturing plants are significantly more flexible than many of its competitors. The company also produces several of its own components, which simplifies its supply chain. Therefore, Tesla can more effectively deal with unexpected supply chain challenges.

·The value of Agile Supply Chain: Tesla is one of the most powerful, agile and flexible supply chains in the automotive manufacturing field.

2. In the situation of global "lack of core", Tesla is unique among global auto enterprises with its strong supply chain management system. Its most obvious advantages are:

·Professional software R & D ability, through the R & D ability in the chip industry, to meet the challenges of the chip supply chain.

·The key to a strong supply chain management system is the advance layout and vertical management. In the supply chain management, the iron fist principle is followed. Suppliers can follow their own path. If they have a high degree of cooperation, they can purchase from abroad. If they can't, they can make their own products.

3. · high vertical integration ability, reduce dependence on suppliers, improve independent design ability and enable the company to flexibly adjust parts.

·Strengthen chip self-research, and use available chips to replace scarce chips by adjusting software

**Chapter 15**

1. In order to win, the world's outstanding talents are all working hard to enrich themselves. Their standards are getting higher and higher. However, no matter how hard they work, their relative positions seem to have changed little.

2. On the one hand, Tesla lacks a certain technical foundation and does not rely on the OEM of traditional manufacturers. It pursues self-production and sales, which makes it difficult for Tesla to have exquisite craftsmanship. On the other hand, Tesla's lack of production management and operation leads to congenital defects in quality control.

3. At present, the quality problem of model y is still continuing. It is not excluded that there are design problems of the whole vehicle, including the resonance problem of the body in 2021, the sudden acceleration of the vehicle caused by the ACC easy to be touched by mistake, and the disconnection of the connecting rod. A lot of quality problems such as frequent stall in 2022.