

Operation processes The operation process is described as the organizational technique for accomplishing a task and consists of four distinct major activities, which include planning, preparing, executing and assessing (Fan, Lin, Ji, Zhou, & Chen, 2018). Moreover, the company has utilized the AI technology of automation, robot and large-scale die casting, and additive manufacturing and also used new and innovative ideas in their operational process (Dash, McMurtrey, Rebman, & Kar, 2019). The theory includes six vital factors in developing the operations of the business, which include defining the procedures, analyzing the process, identification of opportunities, designing the future state, developing of future state and implementing changes (Han, Huang, & Macbeth, 2018). In this context, the business process redesign is described as the overhaul of the key business process of an organization which includes the objectives of attaining desired performance measures like return on investments (ROI), cost reduction and quality of service (Fowler, Kim, & Shunk, 2019). In terms of the operational process of Tesla, it is identified that the strategy of direct selling has been implemented to restructure the entire procedure, which helps in spreading awareness about the newly launched car models among the targeted customers (Tesla, 2022).