Tesla Motors Inc is a manufacturer of fully electric automobiles, such as the Roadster, Model S, X and the low-cost Model 3. Tesla’s Australian customers are mostly men and women aged 35 and over who have a high disposable income. The business has used mass production in the USA to produce a high-volume car with different styles of varying speeds and battery capacity. Tesla is looking to expand into foreign production and markets. New models are typically updated every three years. Recently, Tesla has experienced:

- failure to meet sales due to production issues (Originally Tesla had 450 thousand reservations for the Model 3)
- increased rate of customers returning products due to faults and poor workmanship
- increased wastage of materials

Market research has revealed that the target market is willing to purchase an electric car but are concerned with costs, battery range and production delays.

The board of directors of Tesla have decided to seek the advice of a business consultant about strategies to ensure the business remains competitive.

In your report you must, evaluate the changing internal and external influences on Tesla’s operational processes & explain ONE operation management strategy and the potential impact on Tesla Motors.
<table>
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<tr>
<th>Guideline</th>
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| - Demonstrates an outstanding and comprehensive judgment to determine value of internal and external influences on the operations processes **H2**  
- Demonstrates a comprehensive cause and effect that shows the management strategy and the impact on the business **H5**  
- Presents a sustained, logical and well-structured business report and clearly communicates using appropriate business terminology and concepts **H7**                                                                                                                                                                                                                                       | 17 - 20    |
| - Demonstrates a high-level knowledge and judgment of the internal and external influences on the operational processes of the business **H2**  
- Demonstrates a high-level cause and effect that shows the management strategy and the impact on the business **H5**  
- Presents a logical and structured business report and communicates using appropriate business terminology and concepts **H7**                                                                                                                                                                                                                                       | 13 - 16    |
| - Demonstrates a sound judgment of the business operational processes and the internal and external influences on operations **H2**  
- Describes some changes/impacts to operations to a sound level **H5**  
- Presents an organised response and communicates using some business terminology and concepts **H7**                                                                                                                                                                                                                                           | 9 - 12     |
| - Demonstrates a basic judgment of the influences or processes or refers to influences in general terms **H2**  
- Describes or outlines some information about operations **H5**  
- Demonstrates basic knowledge and communicates using some business terminology that is basically structured **H7**                                                                                                                                                                                                                                           | 5 - 8      |
| - Demonstrates a limited judgment of the influences/processes or refers to influences in general terms **H2**  
- Outlines some information about operations strategies with limited impact on business **H5**  
- Communicates using some business terminology with limited structure **H7**                                                                                                                                                                                                                                                                  | 1 - 4      |