

Company Selection

Student's Name

Institutional Affiliation

1-1 Discussion: Company Selection

Hello, classmates! I am Alex, an avid traveler and photography enthusiast. I am majoring in Operation Management because I am fascinated by the challenge of optimizing business processes and the impact they can have on a company's efficiency and success. I am particularly interested in sustainable practices within supply chain management.

For my QSO 489 course project, I have chosen Tesla, Inc. as the focus of my assignments and milestones. Tesla's website, www.tesla.com, offers comprehensive information on its range of electric vehicles (EVs), solar energy products, and battery storage solutions. Founded in 2003, Tesla has revolutionized the automotive industry with its commitment to sustainable energy and redefined how automotive manufacturing and supply chain operations are managed.

I selected Tesla due to my keen interest in renewable energy and sustainable technologies, alongside my admiration for the company's innovative approach to operations management. Tesla's unique direct sales model, global supply chain, and highly automated manufacturing processes provide a fascinating study into modern operation management practices (*Electric et al. Energy*, n.d.). The company's ongoing efforts to optimize its operations and supply chain while scaling the production of EVs and energy products present a rich context for applying operation management theories and principles. Exploring Tesla's operations will allow me to delve into challenges and solutions in sustainability, innovation, and efficiency that are critical for future leaders in operation management.

Peer Responses

Do you know of any resources or information about a peer's selected company that might be useful?

Based on your peer's description of the company, can you provide any initial advice on problems or solutions that would be helpful?

Response 1

Great choice with ZARA! They are well known for their innovative approach to supply chain management. I recently discovered an article that delves into their sustainability practices, which might add a unique angle to your project.

References

Electric Cars, Solar & Clean Energy. (n.d.). Tesla. Retrieved April 2, 2024, from
<https://www.tesla.com/>