What is the difference between the business process and the supporting process?

# Business Process

The business process is multiple steps that a company will carry out in order to achieve a goal, such as creating a product. Within this process a business can be either manual or automated. If the business is manual then jobs wouldn’t be done by robots in factories, this can lead to more human error in certain fields. If the process is automated then jobs will be done using programs, algorithms and robots that can perform a job without human interaction. In a business/company such as Mercedes many processes that require perfect precision such as cutting all the panels the right shape and size will be done by automation but in higher end cars more is done manual to give the car the human touch allowing for the client to customise their car whilst it’s being built. Also within the business process jobs such as payroll to all employees will be included as this is needed in order for the company to run without failing. Another part is customer service where the client can customise their future car as some high end cars rely on customisation to make a car unique as the more expensive the less that are made.

# Supporting Process

The supporting process is the steps to sell the car in this example, so process such as obtaining a license to be able to sell cars in this quantity and quality, and advertising to be able to get more eyes looking at the car. When a company such as Mercedes advertises they will advertise on billboards for drivers to see as drivers are the target buyers but also they will advertise on TV and on the radio about their car. Many car companies use TV advertisements as a way to give a message of some kind as these advertisements don’t really say what the car has but more give visual hints to what the car has. Another process that will help in selling cars is testing to make sure the car works correctly, it doesn’t need to be done but doing so will prove the car works thus improving the chance that the car will sell.

