



The Marketing Plan of Solar Frame in Germany: Marketing Plan - Mix of Photovoltaik

Shanshan Ren

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The Marketing Plan of Solar Frame in Germany: Marketing Plan - Mix of Photovoltaik Shanshan Ren Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, Highschool of Amsterdam (HES Hogeschool voor Economische Studies), course: Marketing, language: English, abstract: Problem statement Solar products have been used more often in people's daily life with the development of technology. From year 2005, Chinese companies accelerated their development of solar panels. Even China government has started promoting companies to develop solar technology and use solar products. Many companies and factories are producing and selling the solar panels. But there are no more than 20 factories that produce solar panel frames, and less than 40 companies that sell solar frame only. In fact, the whole world is getting more interested in solar panel applications, thus the demand for solar panels is increasing as well.

As all we know each solar panel needs one solar frame, a higher demand for solar panel means a higher demand for solar frames, as a result, the current demand for solar frames exceeds of its supplies. Thus, Joyance, a Bedding company, wants to conduct some marketing research about German solar frame's market to decide if it should enter into the German market. This dissertation aims to find out if Joyance should enter into solar frame market and how to enter by the external and internal analysis?

Abstract

This thesis describes analyses and evaluates Joyance's strategy to enter the German market for solar panel frames. Joyance originally is a manufacturer of bed-frames. On the basis of external and internal analysis this thesis focuses on the general decision to enter the German market by using five-force, SWOT, DOWS and marketing matrix analysis.

The external analysis shows that the demand of German market for solar panel frames is significant. Our research shows that the market size of solar panel frame is around 47 million Euros in 2010 and is still growing. It is mainly due to the stimulation by Germany government. The main suppliers for German market are Chinese solar frame manufactories and wholesalers due to its cheap price and relatively good quality. The five-force analysis shows German market is attractive due to its low threats for substitute products, low entry barriers, medium bargaining power for suppliers and buyers, and medium industry rivalry.

By using SWOT analysis, 4P marketing mix, Porter's generic strategies, Ansoff's marketing matrix and Kotler's STP, we figure out Joyance should enter Germany market as a wholesaler by targeting the SME of retailers and installation companies. Its

Finally,...

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