



Business Analysis Project Solar Industry

By Tobias Bandt

GRIN Verlag Mrz 2011, 2011. Taschenbuch. Book Condition: Neu. 210x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Operations Research, grade: 1,0, Anglia Ruskin University (Business School), language: English, comment: Incl. Strategy Map, KPI, Porter 5 Forces, PESTLE Analysis , abstract: The purpose of this Business Analysis Project is to evaluate the current situation of the so-lar branch, especially the German company Conergy Group. The aim is to show the cur-rent changes within the branch and the influence on the business strategy of solar com-panies. Furthermore the analysis will consider the following issues: A situational audit of the branch and the Conergy Group. This will contain an analysis of the macro- and micro-environments supported by a PESTLE and Porter 8 Forces Analysis Strategic Alignment: Identification of the key success factors (KSF) of the branch, evaluate the performance of Conergy and compare this with 2 other big players in the solar branch. From this information, I will identify potential changes inside of Conergy and develop a strategy map. Another aim is the critical appraisal of the key figures and the current strategy of Conergy, supported...



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