



Development of a marketing plan for the South African solar energy market

By Christian Biewald

GRIN Verlag Gmbh Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Cape Town, language: English, abstract: One of the current megatrends that developed during the last years was the increasing global demand for energy due to a continuous economic growth in the emerging markets. As a consequence, the availability of natural resources declines steadily. Therefore renewable and sustainable energies like solar, wind or water technologies become more and more important, both in industrialized and emerging markets. As a specialized manufacturer for renewable energy systems, Diehl Controls is established in the European market for building up energy-efficient solar energy plants. With regards to the company's growth strategy, emerging markets have become increasingly important, as high market potentials are estimated for countries like South Africa. Therefore, the following term paper describes the development of a marketing plan for Diehl Controls in order to enter the South African solar energy market. Based on an environmental and strategic analysis, the marketing plan concentrates on the SAVE model...



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