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Explains fundamental concepts of renewable energy marketing in an easy to understand and comprehensive way; Describes customer preferences towards renewables and helps marketers to design, price, distribute their products and communicate about them

This case study examines the organizational and structural decisions made by First Solar between 2006-2012 and explains why First Solar continued to be viable in a volatile market. In the early 2000s, new policies, ...

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Inductive analyses and coding inter-pretation to explore the participants" responses revealed 3 themes: the exis-tence of environmental benefits for using solar energy systems, the expensive cost of equipment associated with government incentives, and the lack of mar-keting information available for consumers use.

Solar PV companies, involved in interaction with consumers, dissemination and sales become an important actor in this regard. Transforming customer interaction and ...

This study aims to examine the process of development and marketing of CIS (copper-indium-selenium) technology as a major innovation in solar technology through the case of W&#252;rth Solar, which is the first company worldwide to have started mass production of CIS-solar modules.

Business model canvas is adopted as the tool for analyzing the case studies of SolarCity and Sungevity. The results are presented through the comparison between the cases studies. Solar services and products, cost in customer acquisition, intellectual resource and powerful sales channels are identified as the major factors for TPO model.

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