

SECTORAL CONTEXT

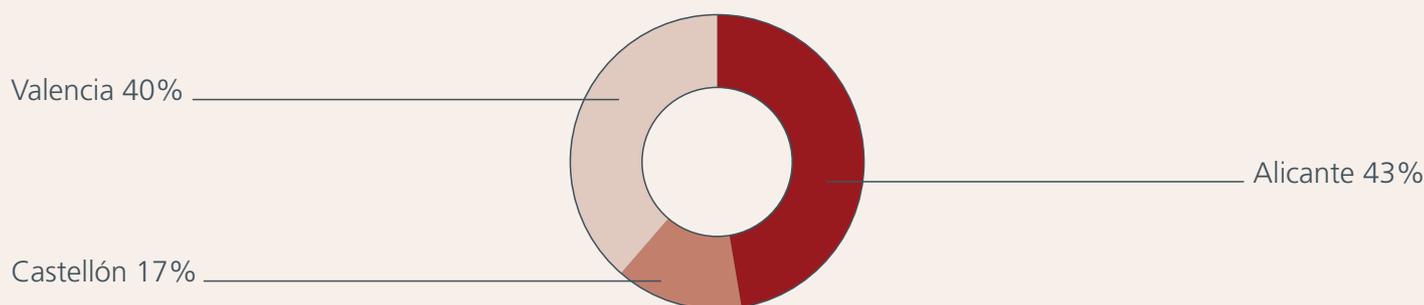
Photovoltaic solar energy is considered the great technology to generate electricity in the future.

Germany is the European Union country with the highest accumulated photovoltaic capacity, with 17,370 MW installed in 2010. Spain, with 3944 MW accumulated, is the second country for potency.

The direct contribution to GDP of Photovoltaic Sector in the year 2010 accounted 2.774, 9 million euros and the induced contribution was 354.2 million euros. Was the renewable technology with greater contribution to national GDP in that year.

The Valencian Community had 4140 installations in late 2009 and is the one with the largest ratio of Spain in terms of installed PV potency per square kilometer. The total installed capacity is around 226 MW.

POWER DISTRIBUTION BY PROVINCES INSTALLED SOLAR PHOTOVOLTAIC, VALENCIAN COMMUNITY (%)



SWOT

THREATS	OPPORTUNITIES
<ul style="list-style-type: none"> Dependence on materials such as silicon High technology costs, even the trend is toward decreasing Restrictive legislation Administrative barriers to the granting of licenses Difficulty of access to finance 	<ul style="list-style-type: none"> Positive growth forecasts of the photovoltaic sector New businesses opportunities created by large projects Technical Building Code, which requires the installation of this type of energy High levels of solar radiation in the Valencian Community High number of potential customers who may dispose of photovoltaic installations Increasing environmental concern of society
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Knowledge of specific characteristics of the activity Personal attention and quality of service Flexibility in service delivery 	<ul style="list-style-type: none"> Dependence on subsidies Seasonality of the activity Difficulty finding staff with skill levels and experience required

COMPETITION ANALYSIS

MARKET SIZE

The types of companies that dominate the sector are mainly newly created, and will have to compete with other already established in the market.

It is a market with great growth potential and untapped development.

CUSTOMERS

Depending on the photovoltaic solar energy projects that's carried out, you can set different customer profiles: individuals, businesses, industries and institutions.

WHAT PRODUCTS CAN I OFFER TO MY CLIENT?

BASIC PRODUCTS	COMPLEMENTARY SERVICES
<ul style="list-style-type: none"> Remote areas of the electricity grid Facilities connected to the electricity grid, that may or may not to be integrated into the edification Industrial applications Photovoltaic plants Special applications such water pumping 	<ul style="list-style-type: none"> Project development and audits Study of technical and economic viability Research and consultation on solar potential of the area Negotiation, location and placement of grounds: exploration and recognition of potential areas Administrative management for obtaining grants, both state and regional status Promotion of Renewable Energies

BASIC CHARACTERISTICS OF THIS KIND OF COMPANIES

CNAE	74.20
IAE	15.14
Legal status	Limited liability company
Turnover	230.000 euros
Location	Urban or industrial areas
Personnel and organizational structure	Two entrepreneurs, two operators and an apprentice
Installations	100 m ²
Customers	Private customers and to a lesser extent public institutions
Promotional tools	Fundamentally, mouth to mouth. In addition to traditional media advertising, corporate web or trade directories publications
Value of assets/Investment	58.250 euros
Amount of expenses	197.806,06 euros
Gross profit	32.193,94 euros
% sales volume	14,00%

RECOMMENDATIONS

Try to offer an integral service to your customers.

Training and qualification of your employees will be essential.

Establish agreements with other companies to offer complementary services to your customers.

Offers careful attention and professional, personal and individualized according to the characteristics and specifications of each customer.

Learn about the technology factor, the emergence of new machines and processes.

To stay abreast of developments arising in the market, go to fairs and contacts with suppliers and customers.

Introduce your company on Internet.

RELATED LINKS

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