



Business Analysis Project Solar Industry: Case Study Conergy

Tobias Bandt

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Seminar paper from the year 2010 in the subject Business economics - Operations Research, grade: 1,0, Anglia Ruskin University (Business School), language: English, 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 by using approved analysing methods in a literature review in order to show potential improvements as well as recommend strategy adaptations. As a basis for the analysis of the key figures I will use the 2009 third quarter report and the 2008 annual re-port. The advantage of using this quarterly report and comparing it to the 2008 annual report is that the effects of the economical crisis in 2009 are visible.

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