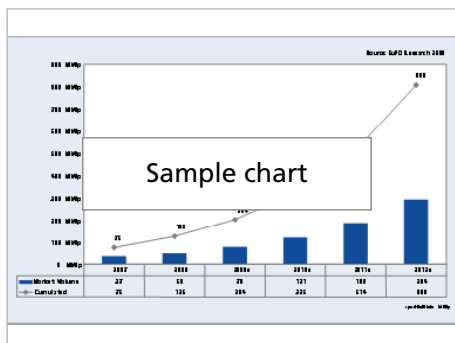


# European PV InstallerMonitor© 2011/12

## Procurement Management | Brand Significance | Sales Strategies

- Receive comprehensive information on procurement management and distribution strategies from PV market intermediaries in the key European PV markets, Germany, Italy, France, Spain as well as UK, Belgium and Greece (optional).
- Learn how installers, the gatekeepers to the end customer, perceive your brand.
- Utilize markets insights to improve your current market situation as well as to identify promising business opportunities for the future.

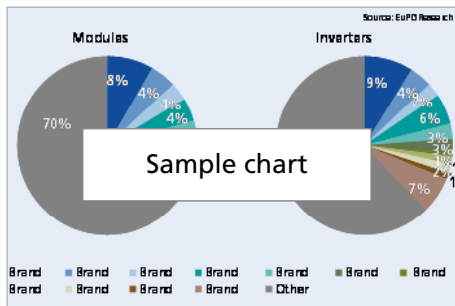
### TURBULENT MARKET SITUATION IN KEY EUROPEAN PV MARKETS



Feed-in tariffs have been either cut or largely modified in all core European markets. As a result, market consolidation and competitive rivalry are on the increase. In order to remain successful in this challenging market situation, it is necessary to be up-to-date on the framework conditions and market figures of the key European PV markets. Therefore, the study includes:

- A detailed overview of framework conditions
- A display of market development and segmentation figures
- An identification of promising application types/customer groups etc.

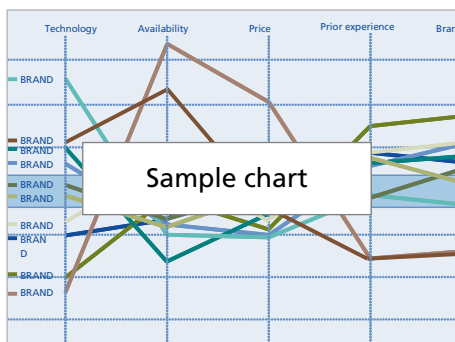
### THE NECESSITY OF BUILDING AND EXTENDING EFFECTIVE SALES CHANNELS



The study will help you to increase or improve your sales channel activities. An insight into the procurement activities of installers is provided in order to support and secure this. Furthermore, both distribution activities and supplier strategies will be analyzed in detail. Amongst others, the following points will be covered:

- Procurement channels
- Market positioning of the most important PV suppliers
- Distribution ranges of top PV module and inverter manufacturers, as well as of top wholesalers

### GROWING IMPORTANCE OF EFFECTIVE AND EFFICIENT BRAND MANAGEMENT



On the basis of a large number of quantitative interviews, the study will provide a detailed impression of installer brand awareness and recognition in all sales markets subject to analysis. This will allow your company to successfully adjust its marketing strategies and brand management. For instance, the following essential aspects will be looked at:

- Assessment of brand status, value and loyalty.
- Reasons for selecting or not selecting a PV brand.
- Benchmark of most important PV suppliers.



# Product Data Sheet

<b>Information Sources</b>	<ul style="list-style-type: none"> <li>▪ Standard package: Approx. 750 quantitative interviews with PV installers from Germany, Italy, France and Spain</li> <li>▪ Extended package (optional): UK, Belgium, Greece.</li> <li>▪ Systematic desk research (external databases, business reports, etc.).</li> <li>▪ EuPD DAT – internal database (quarterly EuPD studies, EuPD market reports, etc.).</li> </ul>
<b>Contents</b>	<p>General Introduction</p> <ol style="list-style-type: none"> <li>I. Background</li> <li>II. Contents</li> <li>III. Theoretical Comments</li> <li>IV. Research Design</li> <li>V. Description of the Sample</li> </ol> <p>Part I. – Germany</p> <ol style="list-style-type: none"> <li>A. Market Analysis</li> <li>B. Procurement Management</li> <li>C. Market Penetration: Supplier Positioning</li> <li>D. Brand Management: Awareness and Image</li> </ol> <p>Part II. – Spain</p> <p>A.-D. (as shown in Part I.)</p> <p>Part III. – Italy</p> <p>A.-D. (as shown in Part I.)</p> <p>Part IV. – France</p> <p>A.-D. (as shown in Part I.)</p> <p>Country Comparison</p>
<b>Benefits for your Company</b>	<ul style="list-style-type: none"> <li>▪ Become part of an exclusive client group which receives comprehensive market knowledge at an attractive price.</li> <li>▪ Fully understand installer attitudes, requirements and expectations of PV components and supplier services based on the survey results.</li> <li>▪ Identify the most promising sales markets and customer segments based on a detailed country comparison in order to increase sales margin.</li> </ul>
<b>Included in Delivery</b>	<p>Standard package: 1x report, high quality binding, digital ePaper and 1x Excel table report</p> <p>Extended package: 1x separate report for each country market</p>
<b>Price</b>	<p>Standard package: € 14,900 (excluding VAT and P&amp;P)</p> <p>Extended package: Standard package plus € 4,500 - 7,500 (Price depends on number of countries   excluding VAT and P&amp;P)</p>
<b>Author/Contact</b>	<p>René Mund and Stefano Reccia</p>