

Business Analysis Project Solar Industry: Case Study Conergy - Tobias Bandt

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The purpose of this Business Analysis Project is to evaluate the current situation of the solar branch, especially the German company Conergy Group. The aim is to show the current changes within the branch and the influence on the business strategy of solar companies. 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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