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Vestas wind systems

Introduction

Background Vestas Wind Systems is a provider of wind turbines and a pioneer in the field of wind energy technology with its operational theatres around the world. Established in Denmark, Vestas has grown to be instrumental in the turn around of wind power as a competitive source of electric power.

Company Background

Vestas is a leading and oldest wind power company that operates in more than 80 countries of the world. As the world's largest supplier of wind turbines, Vestas has accumulated extensive technological development that boosts energy performance and sustainability.

Strategic Threats

On the same note, reformations in the offshore wind industry offer growth opportunities because governments globally embrace policies that encourage cleaner power solutions.

Conclusion

The strategic actions by Vestas Wind Systems viewed in relation to the industry put into focus the key trends that companies in the renewable energy industry ought to apply. Thus, although Vestas has many challenges it still has the integral values of sustainable development, technology advancement, and new market domination, which create the strong basis for its further success.

Recommendation

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