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# UP START SOLAR SYSTEMS







# *Introduction*

The new entrant Solar Systems has quantified itself as one of the most promising company in the renewable energy industry so as to provide new generation solar solutions required for unfolding the world's aspirations towards green energy. The strategy of the company lies in the fact that it uses advanced technological solutions to offer affordable solar power plants and installations for residential and business premises.





# *Key Challenges*

**Several issues were realized as being crucial to the improvement of the position held by Upstart Solar Systems; Some of them were high cost of installation, another was probably that implementing these new technologies required compatibility with other systems warranting installation, and the final was that their solutions required marketing to a large population. The management of the company realized that the challenges that were in its way were of tactical nature and called for more creativity.**





## *Market Penetration*

**With regard to marketing the solutions offered by Upstart Solar Systems, the company had to implement various strategies. They employed online advertising methods and made contracts with real estate companies to include solar systems in new constructions. They inflated their sales tremendously and expanded their market share and customers' base.**





## *Conclusion*

**It can be summed up that Upstart Solar Systems' management strategies have effectively solved problems in a highly competitive solar energy market. Thus, attention to the development of new technologies, reduction in costs, and proper promotion of products create favorable conditions for the development of the company in the field of renewable energy.**



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