



SOLARPRAXIS

Engineering & Practical Expertise for Renewable Energies

*Market Entry Packages –
the All-Inclusive Consulting
for Your Market Presence*



Market Entry Packages – the All-Inclusive Consulting for Your Market Presence

We offer strategic consulting and hands-on marketing tools. With profound market knowledge, as well as technical and communication competence from one source.

Why take advantage of Market Entry Packages?

The photovoltaics market is developing rapidly, away from a sellers' towards a buyers' market. The entire industry is dominated by excess capacities, fully stocked warehouses and falling prices. On top of that, new manufacturers are entering the market – especially in the Thin-Film sector – and raising the competitive pressure. And the competition becoming more international, market opportunities are found not only at home and competitors do not respect borders any more. At this stage, chances for a successful business are more than ever based on an uncompromised orientation toward the market and systematic marketing

This is where the consulting offer of Solarpraxis AG and its affiliate Sunbeam GmbH comes into play: Comprehensive consultancy for enterprises entering new markets. In terms of technical issues, as well as focusing on your marketing strategy.

Who will find Market Entry Packages interesting?

- ♦ International manufacturers/system integrators, intending on entering the German photovoltaics market
- ♦ German/system integrators, intending on entering the German or U.S. photovoltaics market or strengthening their position there

What is unique about Market Entry Packages?

- ♦ The combination of technical and communication expertise with profound marketing knowledge
- ♦ Analysis, strategy development and implementation – A one-stop shop
- ♦ Proximity to the market and target groups



Sunbeam is your communication specialist when it comes to renewable energies. As we work side-by-side with the engineers of our parent company Solarpraxis, you benefit from our integrated approach to combine technical know-how with conceptual marketing consulting under one roof.

PACKAGE „BASIC“ (EXAMPLE)

Analysis

- ♦ Evaluation of your product range
- ♦ 'As is' analysis of the company
- ♦ Analysis of the market regarding to the product offer

Strategy

- ♦ Positioning
- ♦ Target group definition
- ♦ Marketing Mix

Realisation

- ♦ Adaptation of technical documentation up to 20 pages
- ♦ PR for 6 months
- ♦ Dealer promotions
- ♦ Media advertising plan

EUR 40.000,-

PACKAGE „ADVANCED“ (EXAMPLE)

Analysis

- ♦ Evaluation of your product range
- ♦ 'As is' analysis of the company
- ♦ Analysis of the market regarding to the product offer
- ♦ Communication analysis

Strategy

- ♦ Positioning
- ♦ Target group definition
- ♦ Marketing Mix

Realisation

- ♦ Adaptation of technical documentation up to 20 pages
- ♦ PR for 6 months
- ♦ Dealer promotions
- ♦ Development of print ads
- ♦ Media advertising plan

EUR 60.000,-

OPTIONAL ADD-ON FOR EACH PACKAGE:
Advertising Package: 6 -page, 4-color ads („photovoltaik“ or „pv magazine“), please ask us for more details.

What can we do for you?

Preparatory Measures

- ◆ Evaluation of your product range
- ◆ 'As is' analysis of the company
- ◆ Market analysis regarding to the product offer

Development of a Marketing Strategy

- ◆ Positioning
- ◆ Target group definition
- ◆ Marketing Mix

Consulting benefits from Solarpraxis AG

- ◆ Compilation/Adaption of technical documentation
- ◆ Internal/external training
- ◆ Technical hotline
- ◆ Trade show staff
- ◆ Marketing controlling (optional)

Marketing Packages from Sunbeam GmbH

- ◆ Basic, Advanced or Premium, according to demand
- ◆ Services can be booked individually

Exemplary services within Marketing Packages

Corporate

- ◆ Logo development
- ◆ Corporate Design / Manuals
- ◆ Stationery

Public Relations

- ◆ Press screenings
- ◆ PR concepts
- ◆ Press relations
- ◆ Press conferences and events

Internet

- ◆ Concept, design and implementation of websites
- ◆ Online marketing concepts
- ◆ Online media planning

Media Advertising

- ◆ Communications concept
- ◆ Development of print ads
- ◆ Media optimization

Dialog Marketing

- ◆ Mailings (print and online)
- ◆ Customer relationship management
- ◆ Address data procurement and administration

Sales Partner Marketing

- ◆ Dealer training
- ◆ Collateral material for the trade
- ◆ Sales promotion

Trade shows and events

- ◆ Seminars, conferences, road shows
- ◆ Trade show stand design
- ◆ Training and/or providing trade show staff

Printed material

- ◆ Product literature
- ◆ Image brochures
- ◆ Sales manuals

PACKAGE „PREMIUM“ (EXAMPLE)

Analysis

- ◆ Evaluation of your product range
- ◆ 'As is' analysis of the company
- ◆ Analysis of the market regarding to the product offer
- ◆ Communication analysis

Strategy

- ◆ Positioning
- ◆ Target group definition
- ◆ Marketing Mix

Realisation

- ◆ Adaptation of technical documentation up to 20 pages
- ◆ Weitere Drucksachen bis 20 Seiten
- ◆ Technical hotline for 6 months
- ◆ PR for 6 months
- ◆ Dealer promotions
- ◆ Development of print ads
- ◆ Concept for collaterals (excluding material cost)
- ◆ Website optimization
- ◆ Media advertising plan

EUR 110.000,-

Solarpraxis AG is one of the largest knowledge providers in the field of renewable energies, as well as a leading consultancy and service company in the German solar industry. Since 1998 our staff have generated and marketed practice-based knowledge for businesses, associations, policy makers and the general public.

Engineering services are the core competence of the Berlin-based company. The Solarpraxis engineers produce plans, reports, technical documentation, and are in charge of specialist hotlines and on-line services both for public and private organizations. The affiliate Sunbeam GmbH is a communications specialist for the German-language market, applying Public Relations, New Media and Communication Design to the renewables and energy efficiency sector.

In over 10 years working for the industry, the agency has built a unique expertise to convey complex technical issues to relevant target groups. In the PR sector, we can rely on excellent contacts to the press, substantial knowledge of all relevant technologies and a extensive network within the media. Sunbeam has profound experience with the conception and implementation of complex web projects and user-friendly online portals.

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