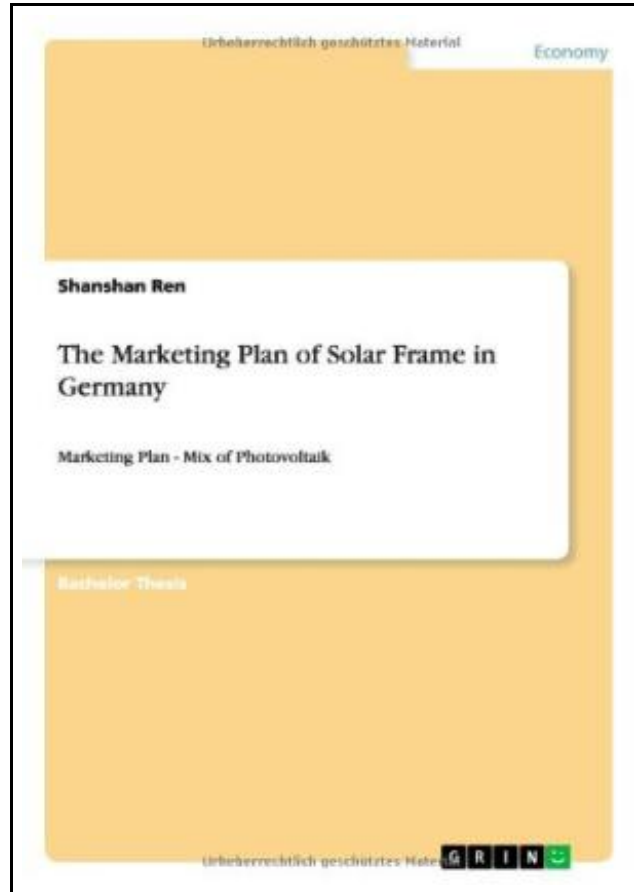


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GRIN Verlag GmbH Mrz 2012, 2012. Taschenbuch. Book Condition: Neu. 214x149x9 mm. Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,7, Highschool of Amsterdam (HES Hogeschool voor Economische Studies), course: Marketing, language: English, abstract: Problem statementSolar products have been used more often in people s daily life with the development of technology. From year 2005, Chinese companies accelerated their development of solar panels. Even China government has started promoting companies to develop solar technology and use solar products. Many companies and factories are producing and selling the solar panels. But there are no more than 20 factories that produce solar panel frames, and less than 40 companies that sell solar frame only. In fact, the whole world is getting more interested in solar panel applications, thus the demand for solar panels is increasing as well. As all we know each solar panel needs one solar frame, a higher demand for solar panel means a higher demand for solar frames, as a result, the current demand for solar frames exceeds of its supplies. Thus, Joyance, a Bedding company, wants to conduct some marketing research about German solar frame s market to decide if it should enter into the German market. This dissertation aims to find out if Joyance should enter into solar frame market and how to enter by the external and internal analysis AbstractThis thesis describes analyses and evaluates Joyance s strategy to enter the German market for solar panel frames. Joyance originally is a manufacturer of bed-frames. On the basis of external and internal analysis this thesis focuses on the general decision to enter the German market by using five-force, SWOT, DOWS and marketing matrix analysis.The external analysis shows that the demand of German market for...

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