

## Analysis of Q-Cells as part of the solar industry



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## ANALYSIS OF Q-CELLS AS PART OF THE SOLAR INDUSTRY

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GRIN Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 212x149x3 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2010 in the subject Business economics - Industrial Management, grade: 1,0, Anglia Ruskin University, language: English, abstract: This report presents the findings of an independent business analysis project study of Q-Cells as part of the solar industry. The purpose of this assessment was to evaluate the company s current situation, as well as to maintain the economic and strategic sustainability of Q-Cells, one of the world s largest solar cell manufacturers. Furthermore, the report deals with a strategic issue, namely, globalisation and its influence on the company and on Q-Cells two main competitors. This report summarizes the results of a business analysis project based on information collected during the field work. In detail, this report addresses the following issues: Situational audit: What is the company s current situation What are its resources and capabilities What are its core competences Globalisation: What criteria define globalisation What impact does globalisation have on Q-Cells And how about on the company s two competitors, Solon and Conergy Interpretation: What are the strategic options for a sustainable strategy What actions need to be taken in order to maintain a sustainable position What effect will a possible strategic alignment have on the company and its numbers Several approaches are applied within the analytical framework. The recommended measures will be critically appraised based on a literature review in order to identify the potential limitations and obstacles the business analysis project may face. The following frameworks/tools are applied to the different areas of research: Situational audit: Resources and capabilities, Porter s 8 Forces analysis, PESTLE, Strategic alignment: Key success factors and strategy map. To ensure that the recommended actions are feasible, suitable, and adaptable to...

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