

Wind technology case

Technology



**ASSIGN
BUSTER**

Based on the estimated "attainable" market potential of (percent) market share would correspond to production costs, what is the approximate profit available? A one-half (0.5 \$ sale? After subtracting Based on this profit figure is it sufficient to offset the risk of entering a new market? List the relative advantages and disadvantages of entering the HIPS market.

Advantages : The firm could reap incremental revenues, with very little addition to fixed costs. Disadvantages : 2 Question 2 General Issue: which segments should the company target?

How should the company and its products be positioned? Keep in mind that the level of customization and system integration should be the primary basis for segmenting the market and selecting a target. Construct a matrix and answer the following two questions. Keep in mind that high level of customization and integration would be costly. Which segment should Wind Technology pursue? This segment do they need to capture? Question No 3 Discuss what the positioning should be and why? What percent of Based on this profit figure is it sufficient to offset the risk of entering a new market?