

Struktura inc case study essay sample

[Business](#), [Company](#)



I. OVERVIEW/ INTRODUCTION

As a tropical country, the Philippines has untapped vast potential of solar energy; yet in 1980's, solar application is beyond the bound of possible solutions in rural, remote areas in the country.

Thus in February 27, 1981, Federal Republic of Germany and Republic of the Philippines entered into a contract to develop applications of solar energy in the Philippines. This project was called the Philippine German Solar Energy Project (PGSEP) which was funded by the German Bundesministerium für Zusammenarbeit through the Gesellschaft für Zusammenarbeit, and Philippine Office Energy. The governing body of the said project was the Philippine National Oil Corporation through its Energy Research and Development Center.

Solar power systems is done through the encapsulation of the solar energy from the sun through the photovoltaic (PV) panels which produce direct current (DC) power to run a DC appliance. Additionally, DC current can be converted alternating current (AC) to run AC appliances.

The project was anticipated to solve the inexistence of electrical power resources to provide for the basic needs that immediately improve the lives of Filipinos in areas where electricity is not readily available.

II. TIME FRAME

The proponents point for analysis would be on 1988. This is based on the data given concerning the commencement of PGSEP (Philippine-German Solar Energy Project) on February 27, 1981 to develop a solar source of

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energy in the Philippines and yet after 7 years, it was to be terminated at the end of the year unless they could have a local group who will deal with the project commercially.

III. POINT OF VIEW

As for the case, the proponents view point will be coming from Mr. Antonio Co, since he is on top of the situated problem given. Mr. Co still is the overall in charge of the situation despite the fact that he appointed Bingo Dimalata to do the legwork for him and confirm his intuition that the project is bright. Mr. Dimalata do the study and recommendation but the last say on whether the possibility of assembling the SHS units and marketing them to the Burias community is to be push through will still be coming from the manager and president of Alco group of companies to which Struktura Inc. is affiliated.

IV. STATEMENT OF THE PROBLEM

V. OBJECTIVES

To determine whether the commercialization of PGSEP in rural areas in the country especially Burias Island is feasible. To determine whether to undertake the project before its termination date, end of the year 1988. To satisfy the rural electrification needs of sparsely populated areas in the Burias, Masbate. To establish a marketing strategy to the said project.

VI. SWOT

VII. ALTERNATIVE COURSES OF ACTION

ACA

To conduct a feasibility study regarding the possibility of assembling the SHS units To do a marketing strategy...

Advantages

Shows a theoretical assessment of how effectively and efficiently the project is. Great assistance to the company

Identify other rural areas who are in need of electrification to further widen the target market The study would help relative to the proper operational strategies of the company Provides critical insights to the difficulties as well as the more relaxed aspects relating to the assembly of SHS units Anton Co would be able to maximize his limited capital

Focus would be given to every aspect relating to doing the SHS units for Burias, Masbate The company would be able to focus more on the needs of their target market Help to assess the marketing environment on which they will operate They will know how to effectively reach their market

They can identify what are the internal and external factors that may affect the business Recognition of proper and effective pricing system that is in correspondence to the purchasing power of the target market

Disadvantages

To conduct a feasibility study is time-consuming

Requires a number of people having the knowledge in the pursuit of the study It involves a large amount of money

Strategies

Communicate with Frank Schneider about undertaking the venture. Involve cooperatives and non-governmental organizations in the promotion of the system in the rural areas Carry out affective promotional activities such as seminars and advertising in the media.