

Marketing assignment : product analysis(selling the solar panel in uae)



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Saudi Arabia and Abu Dhabi are countries of Middle East which are oil rich. They are also fast emerging new economies with huge market potential. They have attracted lots of foreign investments and multinationals with their numerous products and have ushered in technology advancement and industrialization. In both the countries development issues like education and health paradigms are important ingredients of government priority. But at the same time, the environmental factors have increasingly become major concern for them. Thus, looking from the perspective of sustainable development, there is huge market scope for solar panels in these countries.

In the recent times, the role of corporate bodies and businesses in the sustainable development of the local economy has become key factor. The deforestation and lack of concern for the natural resources has seriously threatened the ecological balance. Dyson (2005) says that economic development is correlated to the fossil energy - coal, oil and natural gas. Fast depletion and pollution of natural resources has disturbed the ecosystem. The accountability, responsibility and reliability have therefore become important pre-requisites for businesses to create a credible environment for their trade and investment. Products and services of our company are designed towards conservation of natural resources and become most attractive for countries that are striving towards sustainable development.

The major strength of our company is its vision and mission. They are focused towards sustainable development and biodiversity, especially in under developed and developing countries where energy consumption has become a huge environmental issue. The solar panel, being its major

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product, would considerably save energy and thus contribute significantly towards environmental preservation processes. The company would promote the solar panels as major brand equity and help build a niche market in these developing countries.

Another important factor is that conservation and preservation of natural resources are important part of population dynamics as its sustenance depends on the available resources. Company realizes that fast depletion of natural resources has disturbed the eco system. Consequently, dramatic changes in global environmental conditions like global warming, increasing number of climate related natural disasters etc. have become matter of huge concern. Hence, our company ensures that entrepreneurial creativity encompasses modules of sustainable development to safeguard natural resources for future generations. Indeed, it has become essential that one must use and promote goods and services that are intrinsically linked with environment conservation and preservation.

One can therefore conclude that the company greatly facilitates proactive participation in the conservation and preservation of environment by developing products that are environment friendly. The company ensures the success of its various proactive decisions and policies by actively following its principles in the daily routine and encourages participation in the environmental preservation by forging alliances and professional partnership, with companies in its supply chain that work towards environment conservation. The environmental concern has been incorporated within its organizational ideologies and therefore, all its business, domestic and otherwise are deemed to be environmental friendly.

Hence, company foresees great market potential for its solar panels and <https://assignbuster.com/marketing-assignment-product-analysis-selling-the-solar-panel-in-uae/>

other products in Saudi Arabia and Abu Dhabi.

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Reference

Dyson, Tim. (2005). On Development, Demography and Climate Change: The End of the World as We Know It? *Population and Environment*, Vol. 27, No. 2, pp. 117-149.