

## Rephrasing the 4Ps For Solar Power Supply Projects

The market place for solar is exploding today thanks to Govt policies which represent it as a lucrative opportunity, both for consumer as well as supplier.

It is important to use focused solar marketing efforts to attract consumers to solar and bring this renewable energy technology into the mainstream by making it accessible to all. As natural gas and oil prices remain volatile (resent development in political arena), commercial and Industrial consumers are beginning to appreciate the price stability that solar power offers specially when we think about commercial and industrial consumers which are showing interest in RESCO model. Many customers with a financial focus are now motivated beyond environmental attributes to look at solar power for the first time. However, with current fluctuating economy and financial resources stretched for both commercial and Industrial customers, the need to market solar effectively is more critical than ever.

The essential element of marketing – the 4 P's: Product, Price, Place, Promotion (which we learnt in MBA program in college days in Philip Kotlar Book)– offer a useful matrix to assess solar power projects. Solar power marketing initiatives should address each of the 4 P's. For example, a consumer will not buy a poorly manufactured #product or one with a questionable reputation merely because the price is good. Similarly, the best quality product must be affordable to ensure market share. While a Govt's solar policies give path and encouragement but do not produce solar panels, price them, or control the quality of technology or installation, the success of policy is integrally linked to the success of solar power suppliers/ developers. Both share the same goal: building a strong customer base for solar.

#Price is one of the single biggest challenges to growing the solar; however today, financing options are broadening access to solar power and making it available to consumers. In spite this, Govt Policies must ensure that prospective customers are aware of these new financing strategies and aggressively promote the financial “value” of solar products to consumers.

The #Place, or channels through which solar power is sold, also is an area where solar supply have an important role through their work with installers, developers, and suppliers. Building a strong supplier network is critical in keeping up with rising demand; ensuring that end consumers can easily find an installer is part of this task. Govt also should look at how complex the solar sales process can be for consumers and how solar power project can minimize and ease the transaction process.

Finally, #Promotion of solar power should be a primary focus as Govt programs seek to increase the visibility of solar installations and broaden the appeal of their solar incentive programs. Using communications and promotional strategies to favorably present solar in the marketplace and ensuring that the right messages are presented to the end user will help build a stronger market for Solar Power.