



Setting Up An Effective Marketing Operation

Taner Hamid Yilmaz



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Federal Response to OPEC Country Investments in the United States: Overview United States. Congress. House. Committee on Government Operations. Commerce, Consumer, and Monetary Affairs Subcommittee, 1981 **Marketing Strategy for Set up Photovoltaic Solar Energy Systems in Turkey** Taner Hamid Yilmaz, 2013-04-22 Master s Thesis from the year 2012 in the subject Communications Public Relations Advertising Marketing Social Media grade 1.5 University of Applied Sciences Fulda language English abstract The master s thesis aims to analyze photovoltaic PV solar systems market in Turkey and suggests possible marketing strategies for installer companies in the context of marketing purposes In this frame the secondary research in macro and microenvironment reflects the market conditions with an indicative primary research Therefore seventy active PV solar energy companies were found and analyzed through a scanning in the Internet In addition twenty installer firms reflected their company characteristics and respective evaluations about the market and their marketing strategies through a web based survey Different approaches to PV solar energy marketing are reviewed such as customer centered marketing strategy green marketing and diffusion of innovations model In the light of this information the

major observed barriers against deployment of PV solar energy are latecomer regulations weak governmental support and high level of local interest rates in terms of macroenvironment Moreover lack of customer centered professional marketing strategies by firms was discovered against diffusion of PV technology in Turkey Moreover the average rate of installed PV systems to potential market size is forecast under 0.01% among respondent marketers Further the average of marketing employees is 2.7 and average marketing budget is about USD 124,000 To summarize more specific marketing strategies by power demand of customers and by profiles innovators and early adaptors of diffusion of innovations model are recommended for installers of PV solar energy systems in order to deploy the PV solar energy in Turkey

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