

**UNIVERSITAT
JAUME I**

MARKETING PLAN OF

implica-  **te**

“ Enchúfate a la energía verde ”

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1. EXECUTIVE SUMMARY

Implica-t Sustainable Development is a company that offers solar energy services, particularly solar panel installation, aérothermal systems, and electric vehicle charging. The products used in their services belong to recognized and high-quality brands, which is why the company provides innovative energy solutions.

In recent years, the growing situation of climate change and the increasing demand for energy has led to more and more people being concerned about this issue and wanting to try to do something to prevent it from continuing to escalate. In this way, society today realizes that they themselves have to take action to reverse the situation.

In this marketing plan, the main objective is to understand the market of the sector to which the company is targeting and make the best decisions considering the company's available resources.

It starts with an analysis of the company's history to better understand its beginnings and how it is established in the renewable energy sector. Based on this, the company's mission, vision, and values are defined, thereby understanding the purpose for which it was created and its target audience.

To better understand the company, an internal and external analysis is conducted to examine Implica-t's resources and the environment the company faces, as well as a more detailed analysis of direct competition. In addition, a specific analysis of the sector and consumer behavior has been carried out. On the other hand, a SWOT analysis has been developed to establish a proposal based on the objectives and strategies that will be pursued in the company.

A series of actions are proposed for the organization's marketing mix based on the objectives and strategies, thereby achieving the company's growth. Finally, the time required for each action, the budget, and the control of each one are considered.

2. SITUATION ANALYSIS

2.1. Internal Analysis

2.1.1. Presentation of the Company

Implica-t Sustainable Development is a company created in Castellón on July 18 in 2007, by Sergio Martínez and Fernando Martínez, specializing in the renewable energy sector. Initially, the company started in the solar energy sector by installing photovoltaic solar energy and solar thermal energy systems. Specifically, they carried out grid-connected installations and off-grid photovoltaic installations were not incentivized, they began to work on thermal installations that were not solely solar-based, such as heat pumps. Their experience in aerothermal systems grew due to the air conditioning systems they installed in both commercial spaces and franchises.

They stand out as the first company to carry out a self-consumption installation in the Valencian Community, at the Museum of Natural Sciences in Onda, in 2017, and the first shared self-consumption installation in 2019.

Currently, they are one of the few companies that offer a comprehensive efficiency service, helping to create efficient installations to achieve a home with zero consumption, meaning that both savings and consumption are generated. They undertake photovoltaic projects along with other ventilation systems.

At Implica-t, they are committed to being part of the change and to the implementation of projects that help improve the environmental situation.

2.1.2. Mission

Implica-t's mission is to carry out sustainable and renewable projects through efficiency and differentiation, achieving a positive impact on society and the environment.

2.1.3. Vision

To be a leading company in the renewable energy sector and continuously improve by offering innovative products to ensure customer satisfaction with the provided service.

2.1.4. Values

The values that are highlighted in the company are:

- Sustainability.
- Environmental commitment.
- Quality service.
- Customer focus.
- Teamwork.
- Focused on development and continuous improvement.

2.1.5. Company Resources

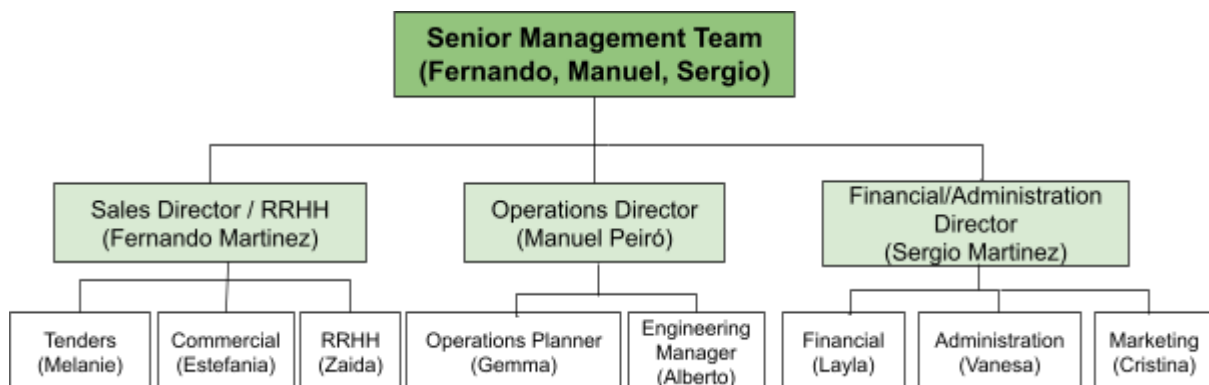
2.1.4.1. Human Resources

The internal structure of Implica-t company is characterized as vertical, as seen in the organizational chart (Figure 1), where distinct levels with superior and subordinate ranks can be identified based on their responsibilities within the organization.

Regarding the noteworthy elements of the organizational chart, the company's leadership stands out, consisting of three individuals occupying different positions within the company, divided into three separate departments. These departments include Sales and Human Resources, Operations and Procurement, and Administrative and Marketing.

For a more detailed view of all company members, refer to the appendix which includes the organizational chart.

Figure 1. Organizational chart of Implica-t.



Source: Own elaboration.

2.1.4.2. Physical Resources

Implica-t company is located in Castellón, at Pí Gros Road No. 144, Warehouse 3, across from Bar Pi Gros (Figure 2).

Figure 2. Location of Implica-t.



Source: Google Maps.

2.1.4.3. Financial Resources

The following table shows the financial data of Implica-t, where the net turnover amount can be observed, which is attributed to the sales of projects carried out by the company and services rendered. On the other hand, the personnel expenses include employee salaries, with some of them being commission-based (in the case of some salespeople), so it can be observed that the salary expense amount is not very high despite the number of employees. Meanwhile, the amount of operating expenses is due to activities such as the purchase of raw materials for the installation of the company's services, transportation to the client to carry out the service, and repairs of vehicles used by the company.

Table 1. Financial profile. Period 2022.

	31/12/2022 12 months
Net sales amount	1.699.079,45
Personnel expenses	-69.682,41
Other operating expenses	-1.411.499,82
Operating profit	217.897,22
Profit before taxes	217.897,22
Net profit	217.897,22

Source: Holded of Implica-t.

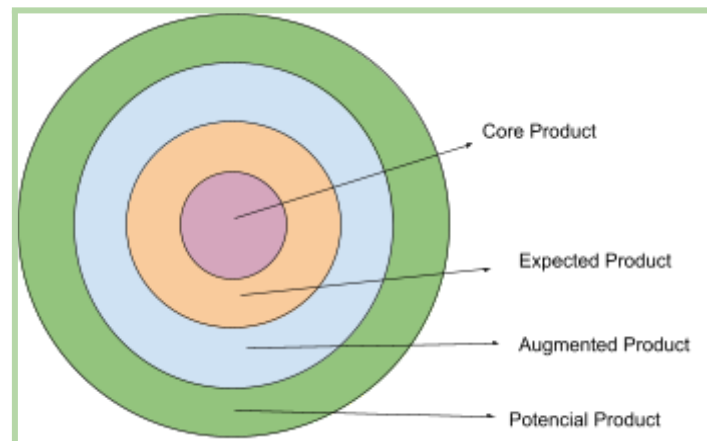
2.1.4.3. Marketing Resources

Product:

Implica-t offers a service that involves carrying out solar self-consumption projects, thermal installations, and electric vehicle charger installations. Furthermore, in terms of tangibility and duration, these products are tangible and have a minimum lifespan of 25 years, as the products offered are of high quality.

To further explain the company's dedicated service, the tool of product levels is used, as shown in Figure 3. Through this marketing instrument, four levels of the product are differentiated to distinguish the characteristics of the service offered to consumers. These product levels include:

- Core Product: This refers to the basic benefit that fulfills the primary need of the customer when purchasing the company's service. In the case of Implica-t, it involves a proper installation of the service that functions correctly.
- Expected Product: This level is associated with the qualities that customers expect to acquire when receiving the service. In Implica-t, it is related to the use of quality materials in the installation, a good design, and the use of branded products that are guaranteed from the beginning.
- Augmented Product: It is an enhanced service that includes additional features. For example, Implica-t offers warranty and after-sales service, including assistance after the installation and maintenance of the system.
- Potential Product: This level encompasses all the improvements that can be made to the product. In this level, Implica-t aims to distinguish itself through the elegant appearance of the products with the brands the company works with, as well as the high efficiency of its service installations.

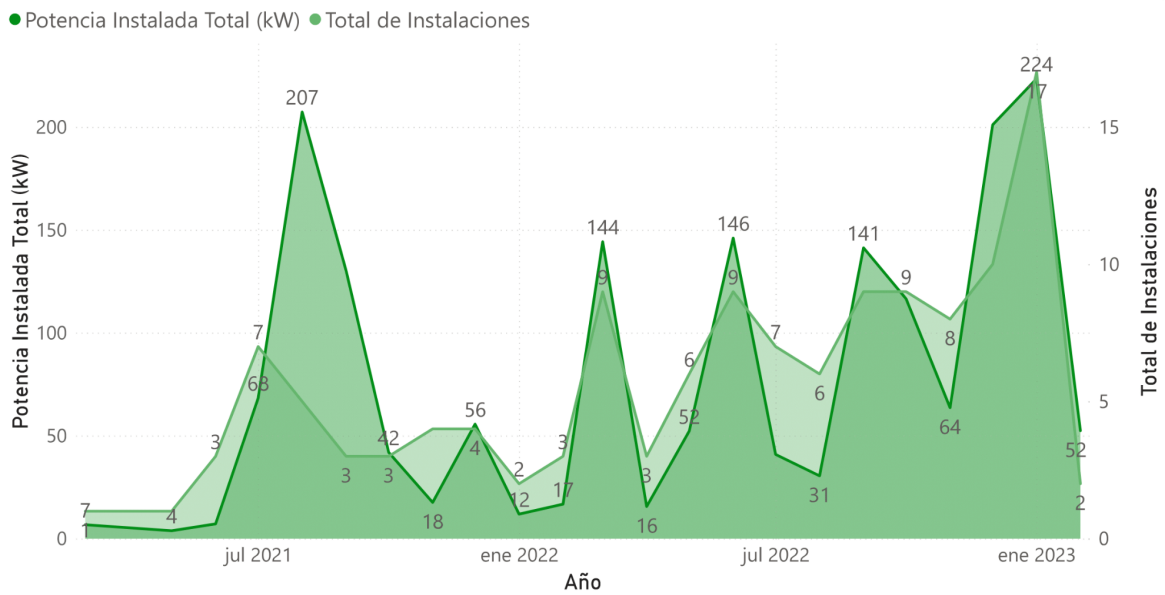
Figure 3. Product levels.

Source: Own elaboration.

The following graph (Graph 1) displays the data of the company regarding the number of installations carried out and the installed capacity between March 2021 and February 2023. In this type of business, it is important to highlight the potential of the installations made because throughout the past year, there have been moments when few installations were made, but they had a high capacity. For example, in July 2021, 7 installations were completed with a combined capacity of 68.35 kW, while in August 2021, a total of 5 installations were made with a capacity of 207 kW. Therefore, in this case, August 2021 stands out significantly as a month with significant solar panel installations.

Continuing with Graph 1, it can be observed that between November 2021 and November 2022, there are periods of more and fewer installations with different capacities. However, it is also worth noting January 2023 as a relevant month, during which a large number of installations, 17 in total, were completed with a total capacity of 224 kW.

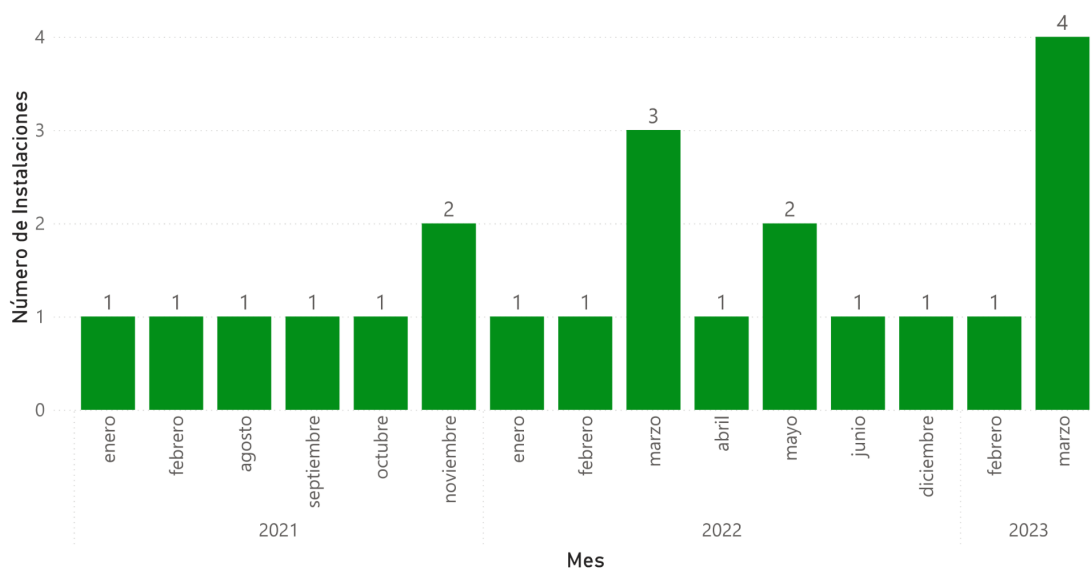
Graph 1. Graph of installed capacity and number of photovoltaic installations.



Source: Data of Implica-t.

Another service provided by the company is the implementation of thermal installations, which includes athermal systems, biomass boilers, heat pumps, domestic hot water athermal systems, underfloor heating, and thermal storage. Compared to photovoltaic installations, the number of thermal installations is relatively lower as the company specializes more in solar panel installations.

Graph 2. Graph of the number of thermal installations.



Source: Data of Implica-t.

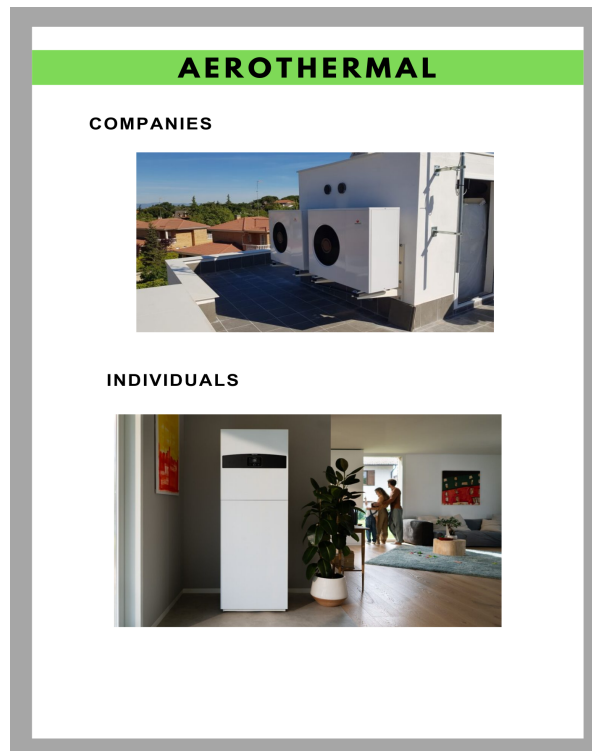
To define the products of the company, they need to be distinguished among the three services they offer, which are solar self-consumption, aerothermal systems, and electric vehicle chargers.

Figure 4. Portfolio of solar self-consumption customer approach.



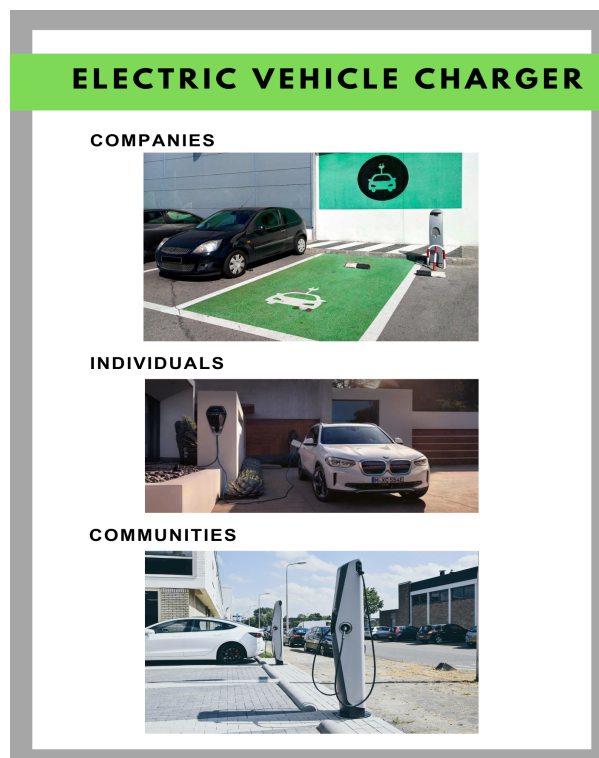
Source: Own elaboration.

Figure 5. Portfolio of aerothermal customer approach.



Source: Own elaboration.

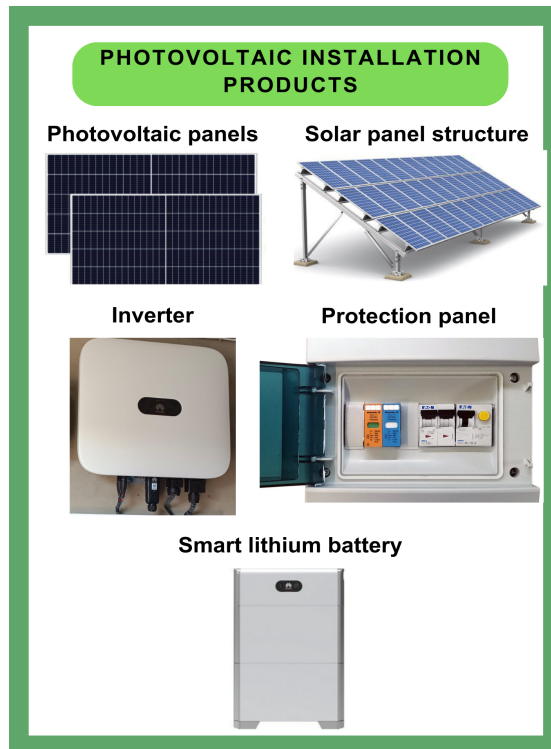
Figure 6. Portfolio of electric vehicle charger customer approach.



Source: Own elaboration.

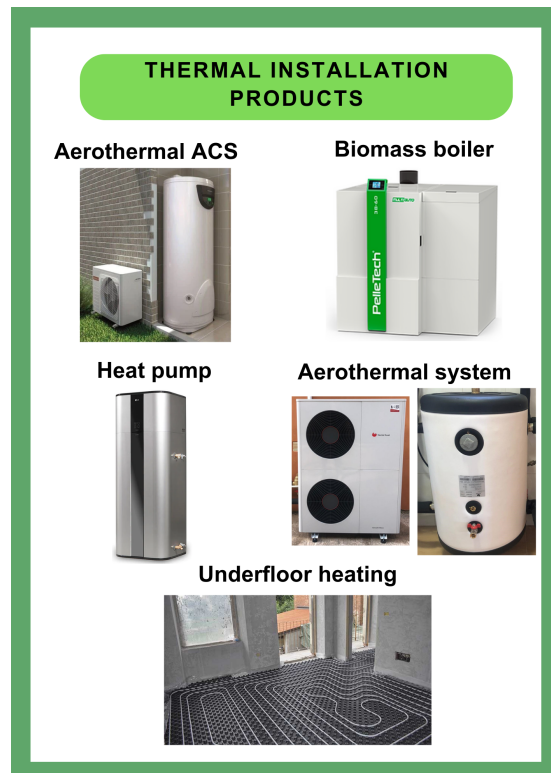
Within each service, the company analyzes the products it offers and installs itself.

Figure 7. Photovoltaic installation products.



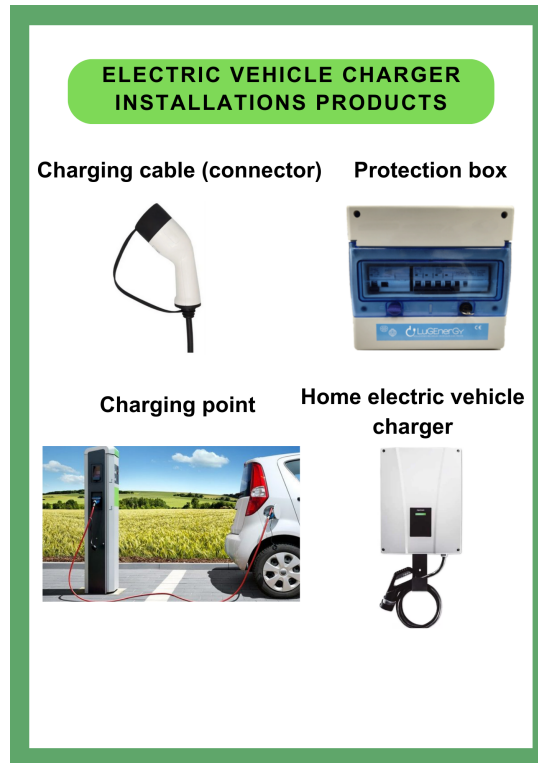
Source: Own elaboration.

Figure 8. Thermal installation products.



Source: Own elaboration.

Figure 9. Electric vehicle charger products.



Source: Own elaboration.

Figure 10. Elements of a solar panel installation.



Source: Implica-t website.

Price:

Price is a marketing tool that has a significant influence on a consumer's purchasing decision and therefore has a significant impact on the customer. Regarding Implica-t, the price of the projects and installations of the services they offer varies depending on the target customer, the capacity of the installation, and the type of installation. Additionally, these prices are

focused on a quality-based strategy, so differentiation is necessary for the three types of services they offer.

In order to provide an approximate analysis of the price of the solar panel service offered by the company (including VAT), it will be classified according to:

→ **Individuals.**

Table 2. Approximate budget for solar panel installation in individuals properties.

Installations and Services	Approximate price
Solar panels (14 units)	3.000€
Inverter	1.600€
Solar panel structure	850€
Three-phase meter	230€
Other electrical materials	960€
Installation	2.100€
Engineering	1300€
Configuration and commissioning	110€
TOTAL	10.150€

Source: Own elaboration. Data: Memory of Implica-t.

→ **Businesses.**

Table 3. Approximate budget for solar panel installation in commercial properties.

Installations and Services	Approximate price
Solar panels (50 units)	12.200€
Inverter	3.800€
Solar panel structure	5.400€
Monitoring	450€
Other electrical materials	1.300€
Installation	1.000€
10 year of all risk insurance	2.800€
TOTAL	26.550€

Source: Own elaboration. Data: Memory of Implica-t.

Regarding the price of aerothermal installations in the case of Implica-t, it varies based on the type of installation (all types include the installation cost):

- **Heating:** This involves installing a machine that heats the house, such as a heat pump, fan coil unit, or underfloor heating. The price of this type of installation ranges from 2.000€ to 8.000€.
- **Domestic Hot Water (ACS):** This type of system consists of a heat pump and a tank that allows for water heating. The approximate price for this type of installation is around 1.500€.
- **Heating + ACS:** This type of installation includes a single unit that provides both hot water and heating. The approximate price ranges from 3.000€ to 10.000€.

Regarding the price of electric vehicle chargers, it ranges from 700€ to 2.000€, depending on the location of the charging point, whether it is for a home, garage, or business.

Distribution:

Regarding distribution channels, Implica-t directly distributes its products to customers using its own means. With this type of sales channel, there are no external salespersons, and the company itself is responsible for the sales process.

Another distribution method used by Implica-t is through commercial agents who act as intermediaries between the company and the customer. The commercial agent for Implica-t negotiates sales operations with the customer in exchange for compensation. This type of intermediary provides a significant advantage for the company as it allows for quick access to the market.

The areas in which Implica-t distributes its products and services nationwide. There are two main distinctions:

- **Maximum perimeter of 150 km radius from the headquarters:** In this range, the company employs its own staff to carry out installations. This includes areas such as Castellón de la Plana and its surroundings, as well as Valencia, as shown in the image.
- **Rest of Spain:** Work in these areas is carried out by subcontracted installers. The cities mentioned in the image are Barcelona, Tarragona, Teruel, Alicante, Seville, Madrid, and Pontevedra.

Figure 11. Location of Implica-t's solar panel installations.



Source: Implica-t.

Figure 12. Location of Implica-t's thermal installations.



Source: Implica-t.

Communication:

Implica-t has utilized different communication tools, including direct marketing and influencers.

Firstly, Implica-t employs direct marketing to communicate with its customers and potential clients through various channels such as the company's website, WhatsApp, email, and social media platforms (Instagram, LinkedIn, Facebook, YouTube, and Twitter). The company's website includes a blog section that provides information about the renewable energy sector and the services offered.

Additionally, Implica-t utilizes prescribers as a means of communication. These individuals have the ability to influence others' opinions and encourage them to purchase the company's services.

Figure 13. Social Media.



Source: Own elaboration.

2.1.5. Value Chain

The value chain is used to study the activities of the company in order to separate and observe which ones provide a competitive advantage for the company in the market, as well as to better understand their cost and differentiation from competitors.

The activities of Implica-t's value chain are classified according to the following image.

Figure 14. Value Chain of Implica-t's Activities.



Source: Own elaboration.

Regarding Implica-t's value chain activities:

- Raw materials: The materials used for installing photovoltaic panels entail high costs, although the importance of their quality should be emphasized. The raw materials that represent the highest cost are the photovoltaic modules, followed by the panel structures to a lesser extent.
- Installation design: This activity incurs lower costs for the company as long as the design is accurate, as a poorly designed project installation would pose an issue for economic performance.
- Execution of the work: Carrying out the installation requires good organization and planning, as unexpected issues may arise.
- Maintenance: This activity involves monitoring and verifying the proper functioning of the installation.

Primary Activities:

- Outbound Logistics: Implica-t goes to the customer's location to install the requested service, which can include solar self-consumption, aérothermal systems, and electric vehicle chargers.
- Marketing and Sales: This includes strategies aimed at increasing the visibility of the company's service. The company's sales representatives visit clients to promote the products and services offered. The company utilizes direct marketing tools (Facebook, LinkedIn, Instagram, YouTube, and Twitter) and interactive marketing (such as the blog on their website).
- Service: This refers to the after-sales service and maintenance provided by Implica-t, for example handling customer complaints and inquiries.

Support Activities:

- Infrastructure: Implica-t performs activities such as operations planning, administrative management, sales, and customer communication.
- Human Resources: The company has employees responsible for recruitment, training, and personnel retention activities.

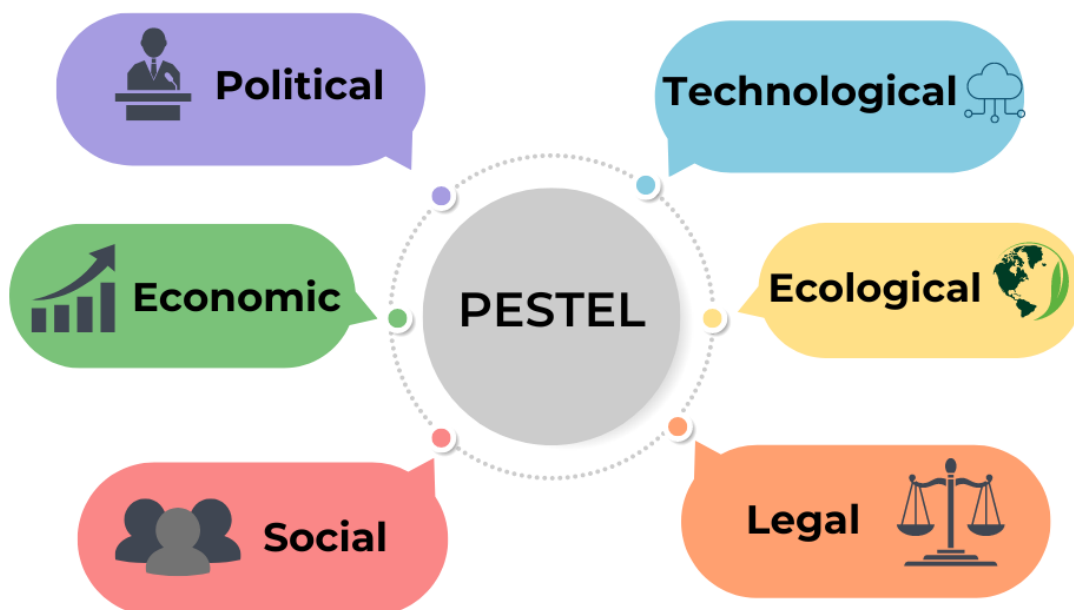
- **Technology:** This company installs solar panels, which involve technological development. Additionally, employees stay informed about the latest trends in the energy efficiency sector.
- **Procurement:** Activities include supplier relationships and execution of product purchasing contracts.

2.2. External Analysis.

2.2.1. Analysis of the general environment (PESTEL Analysis)

In the following section, the general environment of the company is analyzed using the PESTEL method in order to conduct a study of the external factors that impact Implica-t.

Figure 15. PESTEL.



Source: Own elaboration.

2.2.1.1. Political factors

In 2022, the government approved the Economic Sustainability Measures Law, which is a plan for energy savings and management in climate control with the aim of reducing energy expenditure in buildings, public places, administrative buildings, and businesses. This law is in line with the European commitment resulting from the conflict in Ukraine, as the war has

brought about significant changes in the energy sector, as evidenced by the impact on the energy market.

Regarding fiscal policy, in order to reduce natural gas consumption and provide measures for individuals who spend on energy, a deduction in Personal Income Tax (IRPF) is applied for energy efficiency works in homes until the end of 2023. Additionally, the IRPF deduction for energy restoration in residential buildings has been extended until the end of 2024 (Institute for Energy Diversification and Saving (IDAE, 2022)).

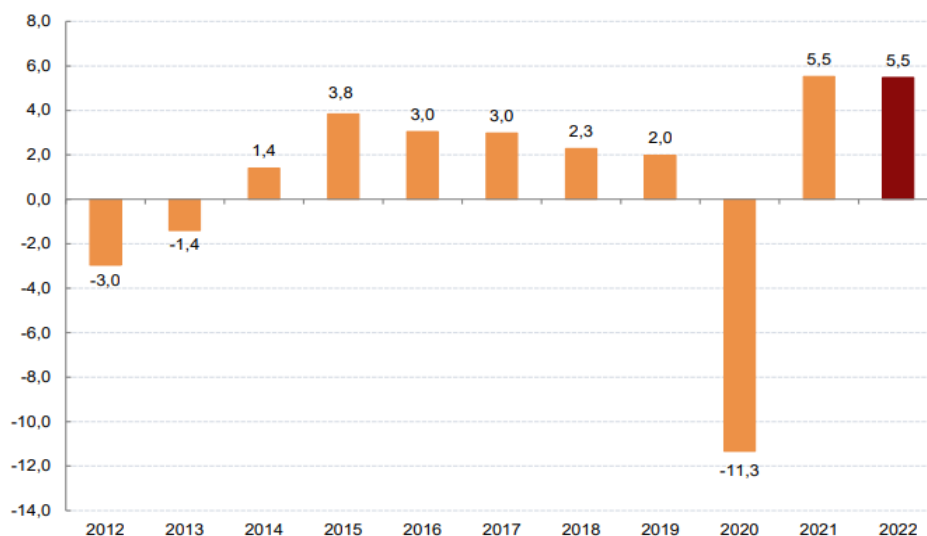
Another important factor to consider is the government's subsidy policy, in which the provision of grants for self-consumption installations was approved for up to 900 million euros (Council of Ministers, 2022). This program has been successful, as the Autonomous Communities are consuming the initial budgets, confirming the interest in self-consumption in Spain.

2.2.1.2. Economic factors

One important aspect to consider regarding economic factors is the current economic situation in Spain. It is worth noting that the GDP in 2022 increased by 5.5%, which was the same as in 2021. Despite this growth, there was an economic slowdown in the second quarter of 2022 due to the crisis caused by the war in Ukraine.

One of the reasons for the mentioned increase is the decrease in imports (-4.2%) and the maintenance of a trade surplus, which contributed to the overall economic performance.

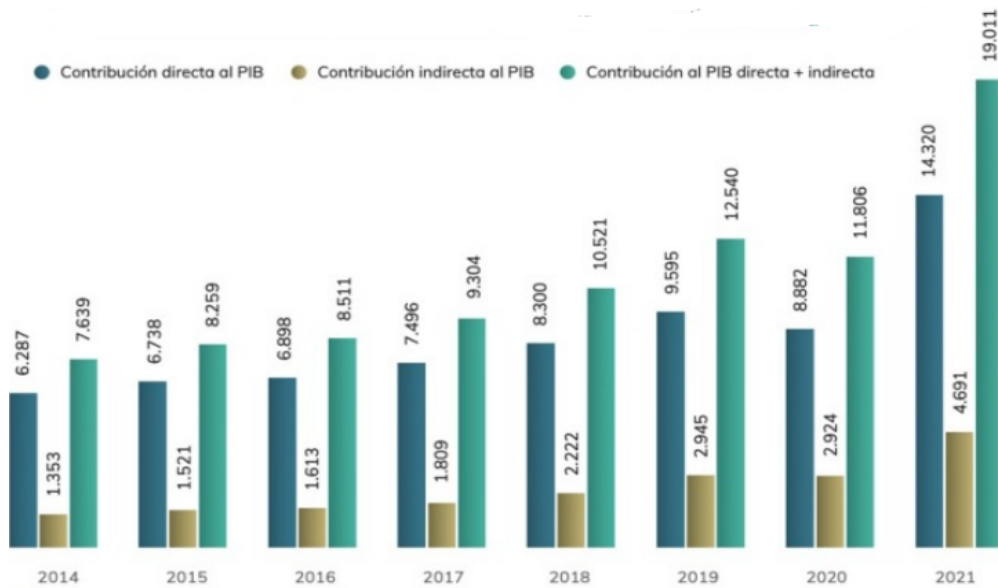
Graph 3. GDP Interannual variation rate (%).



Source: INE.

Taking into account the sector in which the analyzed company operates, it is important to note that the contribution to the GDP of the renewable energy sector in 2021 was 19.011€ million. This amount is associated with the increase in the selling price of electricity and renewable fuels, representing 1.58% of the national GDP.

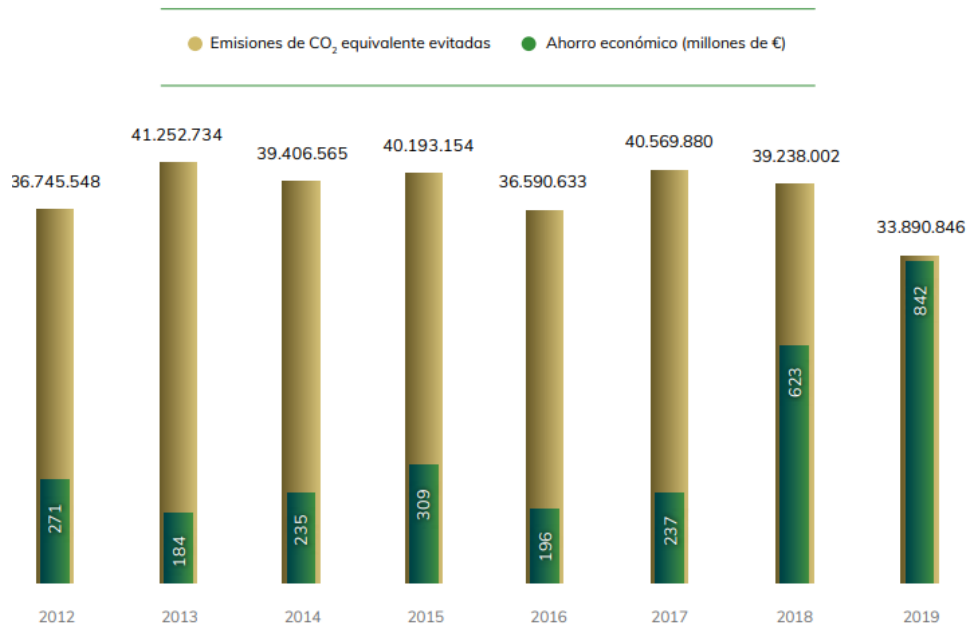
Graph 4. Contribution to GDP of the renewable energy sector (in millions of €).



Source: Renewables APPA.

Another aspect to analyze is the economic savings achieved through the generation of renewable electricity. The following graph shows that in 2019, as a result of the increase in the average price of CO₂, it decreased by 13.6% and economic savings increased by 35%. (APPA, 2019)

Graph 5. CO2 equivalent emissions avoided and economic savings from renewable electricity production.



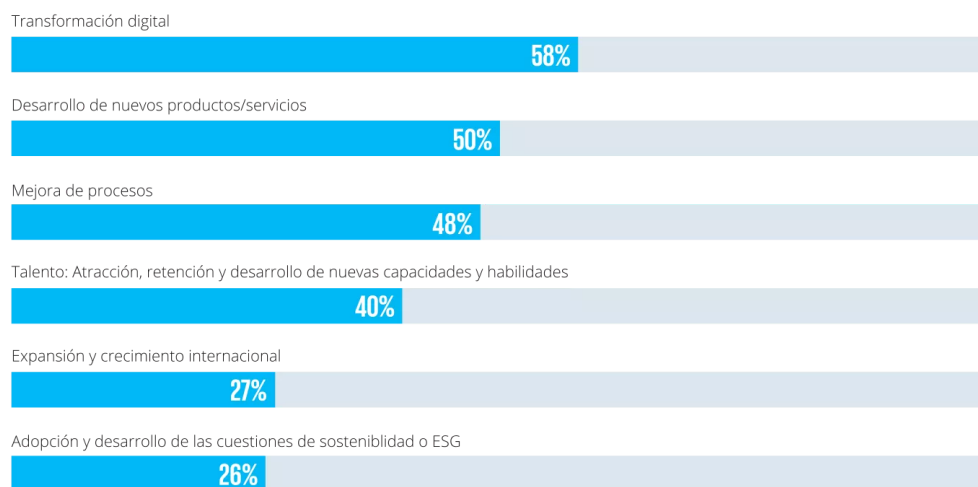
Source: Renewable APPA.

2.2.1.3. Social factors

In recent years, there has been significant social changes such as globalization, the rise of information and communication technologies, demographic shifts related to aging populations, and persisting unemployment.

By examining graph 6, we can observe the importance of digital transformation, talent retention and development within the company, and sustainability.

Graph 6. Outlook for Spain 2022.



Source: KPMG.

Regarding trends in consumer behavior among the Spanish population, one notable trend is the growth of online shopping. Many people have become accustomed to making purchases online instead of visiting physical stores. This shift is driven by a desire for convenience and speed.

Additionally, consumers now have greater access to information about promotions offered by brands. This increased awareness is a response to rising prices, as consumers are more concerned about the value they receive for their purchases.

2.2.1.4. Technological factors

The technology sector in Spain has experienced significant growth in recent years, leading to an increasing number of companies investing in technology due to its significant impact. According to a report by IEB School (IEBSchool, 2022), nearly 60% of companies in Spain have begun their digital transformation journey, while a little over 26% believe that their organization is already fully digitalized. However, approximately 70% of companies still have a level of digitalization that is not perfect.

In terms of technological trends, noteworthy areas include cybersecurity, artificial intelligence, remote work, and cloud computing, among others. In response to these trends, there are European Funds available to support small and medium-sized enterprises (SMEs) in improving their businesses through digitalization efforts.

In the renewable energy sector, there has been a series of technological advances, such as solar panel windows, photovoltaic roads, and piezoelectricity, which involves vehicles with piezoelectric mechanisms generating energy. These advancements highlight the ongoing innovation in the renewable energy industry.

2.2.1.5. Ecological factors

Nowadays, there is a greater awareness in Spanish society regarding climate change, as few people deny its existence and significant impact on the world.

According to a study commissioned by ENGIE Spain (ENGIE, 2021), 91% of the Spanish population intends to change their routine to combat climate change, primarily due to being well-informed about this phenomenon. Another noteworthy statistic is that 57% of the population is willing to pay more for a sustainable product, knowing that it contributes to helping the environment.

Social trends vary depending on the age group. For instance, young people exhibit a higher level of awareness and personal commitment to climate change, opting for the use of renewable energies. On the other hand, older individuals prioritize recycling and the use of renewable energies in their homes.

Preferences among Spaniards also differ based on their type of dwelling. For example, those living in apartments or flats lean towards recycling, while those in townhouses focus on improving energy efficiency.

2.2.1.6. Legal factors

This dimension involves compliance with the legislation in Spain that affects the energy efficiency market:

- Royal Decree Law 20/2022 focuses on promoting the use of renewable energies and self-consumption.
- Royal Decree Law 6/2022 includes measures taken to mitigate the effects caused by the war in Ukraine, with the aim of curbing the increase in energy prices and essential goods.
- Royal Decree Law 29/2021 implements regulations to promote electric mobility, self-consumption, and the development of renewable energies.
- Royal Decree Law 23/2020 provides guarantees for renewable projects and new business models related to renewable aspects. It also enables the provision of fast charging points for electric vehicles to the population.

Additionally, European Union laws that also impact the green energy market in Spain must be taken into account. These include:

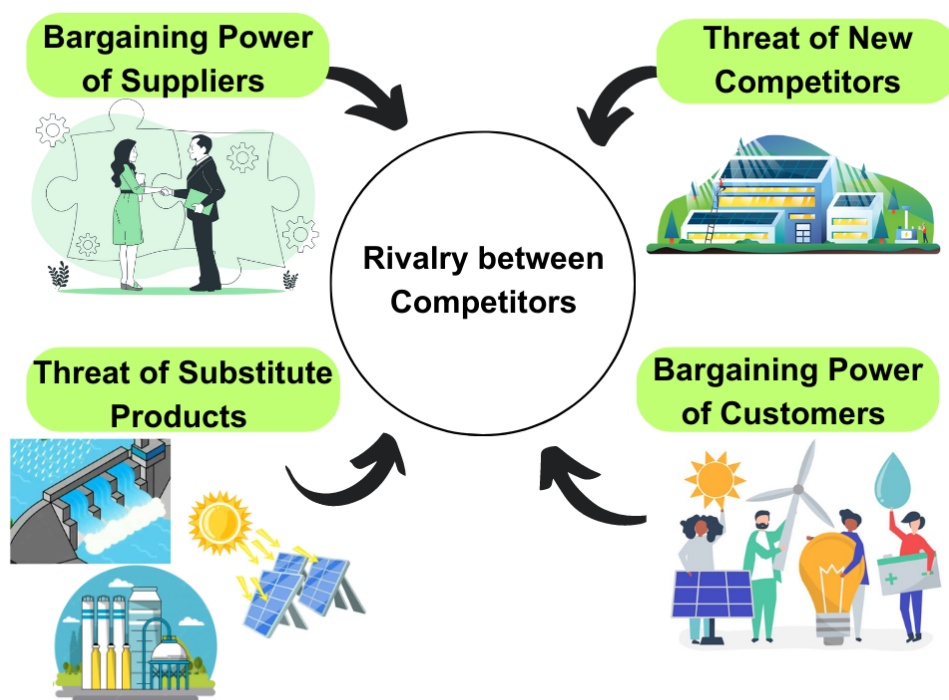
- Fit for 55 Program, which consists of measures approved in February 2023 to ban the sale of combustion engine vehicles from the year 2035. This ensures that from that year onwards, only electric vehicles will be sold.
- REPowerEU Plan, which is a plan by the European Commission aimed at ensuring that Europe does not have to rely on fossil fuels from Russia, achieving this goal before the year 2030.

→ Article 194 of the Treaty on the Functioning of the European Union (TFEU), which aims to promote cooperation among European states to ensure electricity supply and the functioning of the internal market. It also seeks to progress in energy efficiency and increase research in renewable energy technologies.

2.2.2. Analysis of the competitive environment (Porter's five forces model)

The Porter's Five Forces model aims to assess the profitability of the renewable energy sector by providing an overview of the competition within this industry. It enables obtaining a general view of the sector's competition and analyzing the company's situation taking this tool into account.

Figure 16. Porter's five forces model.



Source: Own elaboration.

Power of Customers' Bargaining: It relates to the customers' ability to obtain desired conditions based on the quality, price, and service offered by the company. In the renewable energy sector, it is worth noting that customers have low bargaining power due to regulations governing price fixation.

Power of Suppliers' Bargaining: To determine the power of suppliers' bargaining, it is important to assess their control over the quantity of raw materials or the number of suppliers in the market. In the case of the photovoltaic sector, the power of suppliers' bargaining is low because the cost of solar panels is decreasing. Furthermore, in 2023, the price is expected to continue decreasing due to the decline in the price of silicon, which is a key material in the production of photovoltaic panels. Additionally, there is a high number of suppliers in this sector, further reducing their bargaining power.

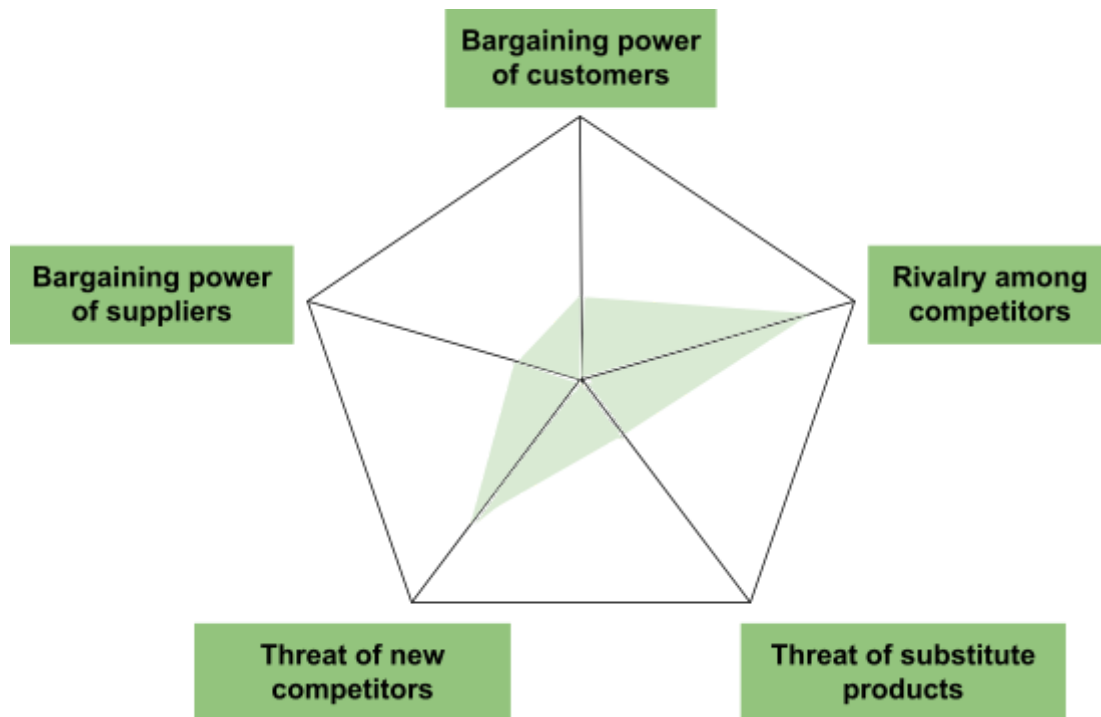
Threat of New Entrants: Markets with significant barriers to entry pose challenges for new companies seeking to enter, while organizations already present in these markets find it easier to establish their position. In the photovoltaic energy sector, economic barriers are high, requiring substantial initial capital to enter the market. However, the decreasing price of solar panels has made projects more profitable. Additionally, difficulties in connecting to the electrical grid in certain areas pose a barrier to the installation of solar panels. Moreover, there are numerous permits to comply with, incurring both economic and time costs for project implementation.

Threat of Substitute Products: This involves identifying substitute products in the renewable energy market to plan strategies and address their emergence. The existence of substitute products affects the price customers are willing to pay. Within the market, various products fulfill similar needs, while others are classified differently but share similarities. In the renewable energy sector, substitute products with lower negative environmental impact include wind energy, solar thermal energy, and hydrogen.

Rivalry among Competitors: This occurs when competition intensifies due to an increase in the number and size of competing companies. Studying competitors is crucial for developing strategies that differentiate the company from others in the sector. In the renewable energy sector, competition has grown due to significant sectoral growth, resulting in a decrease in market share for larger producers. The reduced prices of materials such as silicon have also facilitated the entry of new companies into the sector.

Influence of Porter's Five Forces on Implica-t: In conclusion, there is a medium-to-high level of rivalry between Implica-t and competitors in the sector, with a tendency to increase. Although barriers to entry can reduce competition, mainly due to the high initial capital requirements in this sector, customers and suppliers have low bargaining power as pricing regulations are already predetermined by the government, and the number of suppliers is increasing. All of this is reflected in Figure 17.

Figure 17. Porter's five forces model of Implica-t.



Source: Own elaboration.

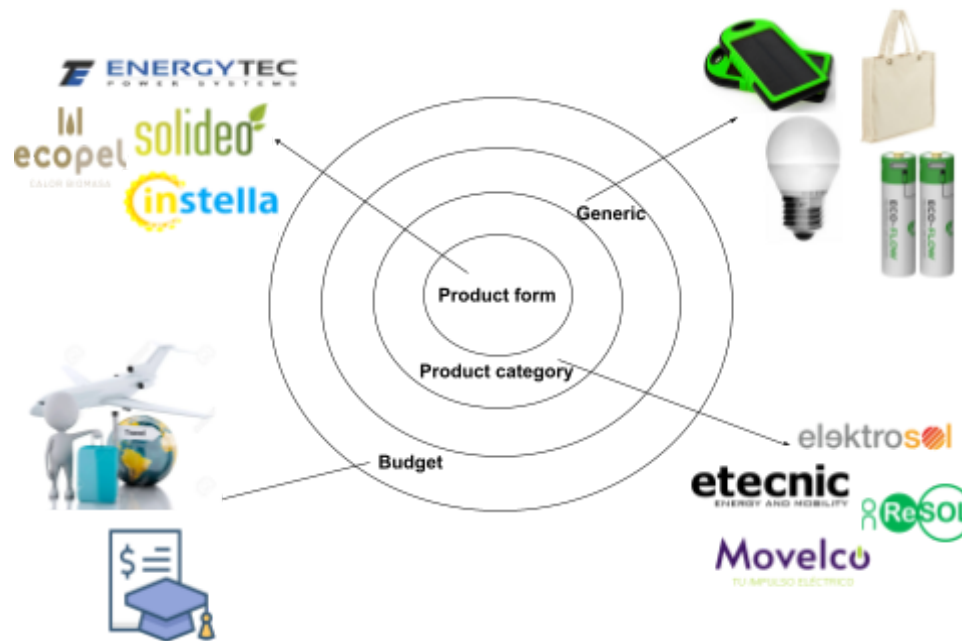
2.2.3. Analysis of the competition

Competitor analysis involves identifying, selecting, and evaluating competitors to achieve a competitive advantage that provides superiority over others.

2.2.3.1. Levels of competence

The competitor analysis of Implica-t can be divided into levels to gain a deeper understanding of the company's competition. Therefore, in the following image, the competition can be seen from the consumer's perspective.

Figure 18. Levels of competence of Implica-t.



Source: Own elaboration.

Product-based competition. At the first level of competition, there are direct competitors who offer the same product and are companies with very similar characteristics. They are also targeted towards the same market segment. Among these competitors are Energytec, Ecopel, Solideo, and Instella.

Product category competition. At the second level of competition, the products and services offered by the competition are similar but with some different attributes compared to Implica-t. In this level, you can find iResol, Elektrosol, Etecnic, and Moveco.

Generic competition. At the third level of competition, there are products that fulfill the same need, which is a commitment to the environment. The products included in this level are solar mobile chargers (use solar energy to charge mobile devices), reusable fabric bags (eco-friendly packaging), LED bulbs, and rechargeable batteries.

Budget competition. In this final level of competition, there are products and services that have the same or very similar budget as Implica-t. In the case of my family, it could be the cost of taking a trip or paying for university.

2.2.3.2. Main competitors



Energytec is a Valencia-based company that offers installation of solar panels, air thermals, electric vehicle chargers, and batteries for solar panel setups. The installation of solar panels is aimed at both businesses and individuals, while the vehicle charger is targeted towards companies, private garages, and public garages.

The company's service process involves advising the customer based on a site visit, designing the proposal, installation, processing, and finally, supervision. The initial site visit and study do not incur any cost for the consumer.

Regarding pricing, the installation of solar panels for residential properties ranges between 3.000€ and 4.000€, and for businesses, it is between 12.000€ and 16.000€, considering an annual consumption of 3.000 kWh. As for the pricing of air thermal installations and electric vehicle chargers, precise and up-to-date information is not available, but it can be concluded that air thermal installations range between 1.500€ and 7.500€. On the other hand, the installation of an electric vehicle charger falls between 500€ and 1.800€.

The company's marketing strategy focuses on utilizing social media platforms such as Instagram, Facebook, Twitter, LinkedIn, their website, and blog. They also engage in promotional sales by offering a €400 discount for subscribing to their newsletter, aiming to keep consumers updated with the latest news from the company.



Ecopel is a Barcelona-based company that has been specialized in renewable energies and climate systems for over 10 years. The company can also be found in other locations such as Girona, Lleida, Tarragona, and Madrid.

The services offered to consumers include the installation of solar panels, stoves and hydro stoves, biomass boilers, fireplaces, air thermals, air conditioning, and electric vehicle charging. They also provide additional services such as pellet sales, subsidies, financing, and a maximum 24-hour response time for quotations. On their website, they explain the details of each service, including information about their advantages, installation process,

and maintenance. They also showcase the number of completed projects and the amount of energy savings achieved.

Regarding pricing, the installation of solar panels costs around 5.000€ for residential properties and approximately 15.000€ for businesses, considering an annual consumption of 3.000 kWh. As for air thermal installations, the price ranges between 1.500€ and 6.000€. The installation of an electric charger is priced at 800€. They also offer pellet sales at an approximate price of 500€, which includes 70 bags of 15kg.

In terms of communication channels, they utilize Instagram, Facebook, their website, and their blog.



Solideo is an energy company located in Barcelona that provides services such as photovoltaic installation, charging point installation, and air thermals. This organization holds the quality certification for solar panel installation, complies with environmental management systems, and has recognition in quality management. Solar panels and air thermals are targeted towards residential properties, businesses, and communities. As for electric vehicle charging points, they cater to households, companies, and community parking areas.

Regarding pricing, Solideo's solar panel installation ranges from 4.000€ to 6.000€ for residential properties and 12.000€ to 20.000€ for businesses, based on an annual consumption of 3.000 kWh. As for the prices of air thermal installations and electric vehicle chargers, exact up-to-date information is unavailable, but it can be concluded that air thermal installations are priced between 1.000€ and 7.000€, while electric vehicle chargers range from 500€ to 1.500€.

Solideo also has a branch in Madrid and Málaga, and the digital platforms where customers can stay informed about updates and activities include Instagram, Facebook, LinkedIn, Twitter, their website, and blog. They provide news about their company, including their environmental improvement projects and events such as the sustainable race they organized. Additionally, the company showcases their projects on their website to allow customers to explore the installations they have completed.







Instella is a company with locations in Madrid and Tenerife specialized in photovoltaics but also offering services such as electric vehicle chargers, heat pump installations for swimming pools, and battery storage and installations. They also provide engineering projects where qualified personnel offer guidance and support throughout the project implementation process. In this company, solar panel installations are conducted for both households and businesses. The service process involves informing the client, conducting a technical visit for installation, and performing the installation and assembly.

Although they have headquarters only in Madrid and Tenerife, their scope of operation extends throughout Spain. The materials used in their projects ensure a longer lifespan for the installations. The products utilized include waterproofing materials, aluminum, and stainless steel.

Regarding pricing, the installation of solar panels ranges from 5.000€ to 8.000€ for households and 15.000€ to 25.000€ for businesses, based on an annual consumption of 3.000 kWh. As for air thermal installations, prices range from 1.500€ to 8.000€, and the cost of electric charger installation falls between 700€ and 2.000€. It should be noted that the prices are higher compared to other companies, as they use higher-priced brands such as Wallbox for electric vehicle chargers.

To provide information, Instella utilizes social media platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn, as well as their website and blog.

Table 4. Summary of the competition in the renewable sector.

Competitor	Product / Service	Average Price	Communication
	Solar Panels - Homes - Businesses	3.000 - 4.000 € 12.000 - 16.000€	<ul style="list-style-type: none"> - Social Media - Website - Blog
	Aerothermal	1.500 - 7.000€	
	Electric vehicle charger	500 - 1.800€	
	Solar Panels - Homes - Businesses	5.000 € 15.000€	<ul style="list-style-type: none"> - Social Media - Website - Blog - Offers on the website
	Aerothermal Fireplaces Stoves and hydro stoves Biomass boilers	1.500 - 6.000€	
	Pellet sales	500€	
	Electric vehicle charger	800€	
	Solar Panels - Homes - Businesses	4.000 - 6.000 € 12.000 - 20.000€	<ul style="list-style-type: none"> - Social Media - Website - Blog - Events
	Aerothermal	1.000 - 7.000 €	
	Electric vehicle charger	500 - 1.500 €	
	Solar Panels - Homes - Businesses	5.000 - 8.000 € 15.000 - 25.000€	<ul style="list-style-type: none"> - Social Media - Website - Blog
	Aerothermal	1.500 - 8.000 €	
	Electric vehicle charger	700 - 2.000 €	

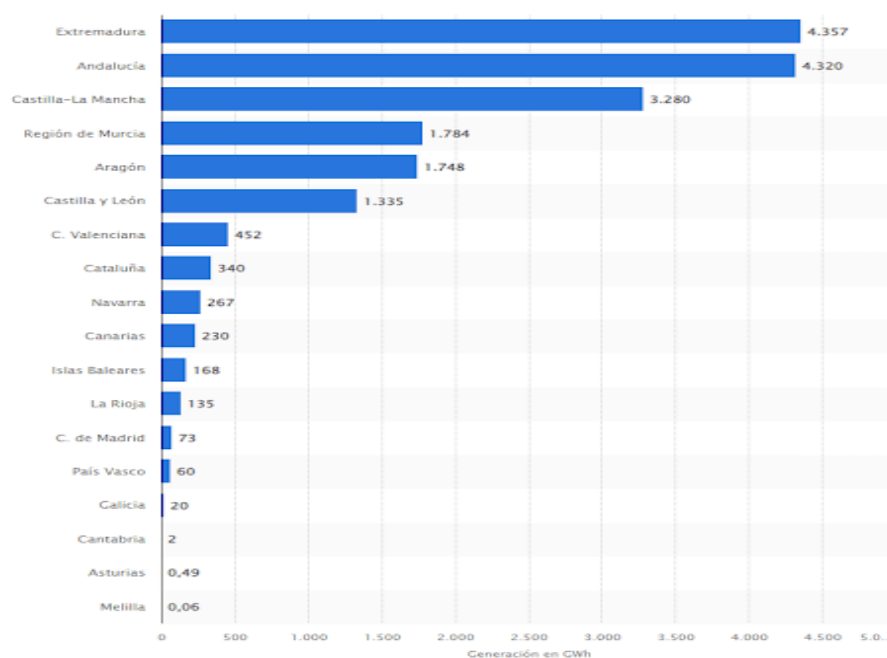
Source: Own elaboration.

2.3. Market Analysis

2.3.1. Sector Analysis

The installation of solar panels varies depending on the region, as not all areas have suitable climate conditions or the necessary geographical size. In 2021, Extremadura was one of the autonomous communities that obtained the most solar energy, specifically 4,357 GW/hour. 43% of the installations were carried out in Extremadura, making it the region with the highest intensity of solar installations (3,877 MW in operation).

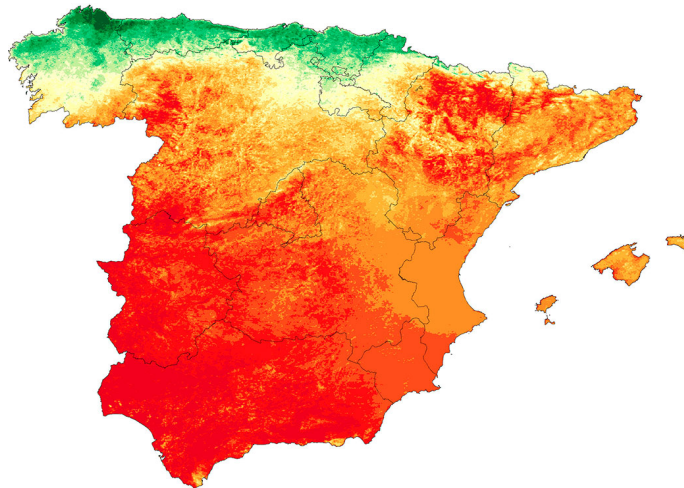
Graph 7. Solar energy in the autonomous communities.



Source: Global.

Spain is considered a very good country for installing solar panels as it is known for having one of the highest number of sunlight hours. In the following image, it can be observed that Extremadura, Andalusia, and Castilla-La Mancha are the regions with the most solar energy. Extremadura is a leader in Spain in terms of photovoltaic panel installation and receives 3.106 hours of sunlight. On the other hand, Andalusia has been a pioneer in the use of renewable energy and has Sevilla and Huelva, which are the two provinces with the highest number of sunlight hours in a day. Lastly, it is worth noting that Castilla-La Mancha is located in an area with high potential for installing solar panel plants.

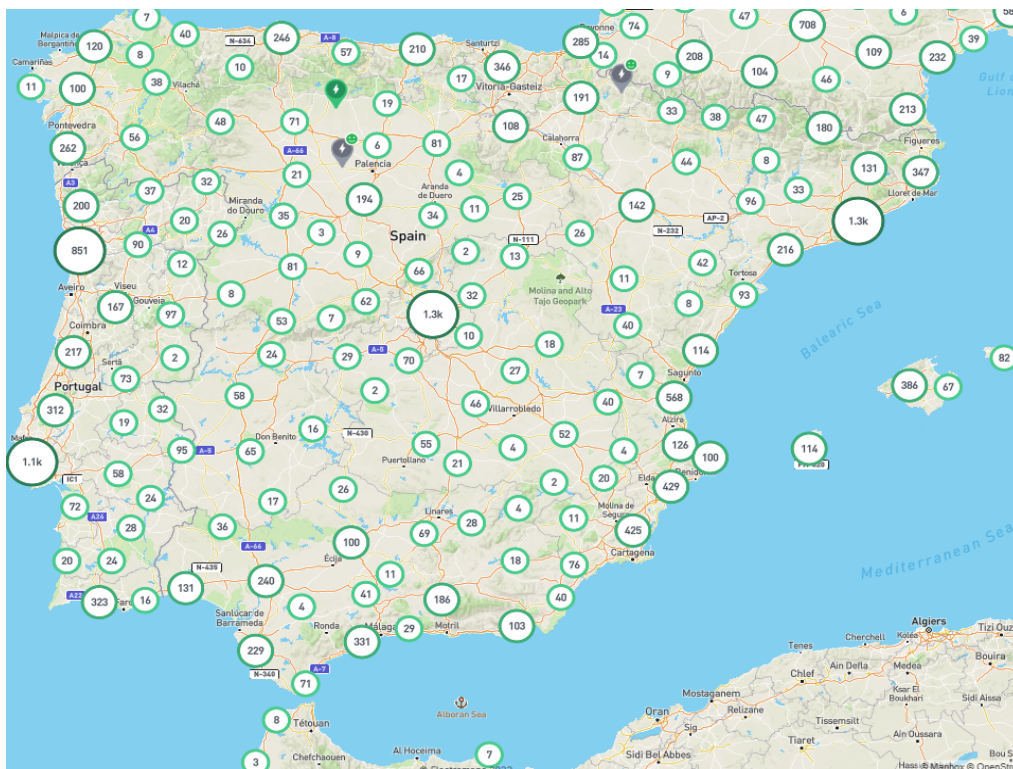
Figure 19. Autonomous communities that produce the most solar energy.



Source: Primenergy.

Another aspect to consider is the number of public car charging points available. As seen in Figure 20, there is a higher number of charging points in areas with larger populations, such as Barcelona and Madrid. Other cities that can also be highlighted are Valencia, Alicante, Mallorca, Murcia, Bilbao, and Málaga.

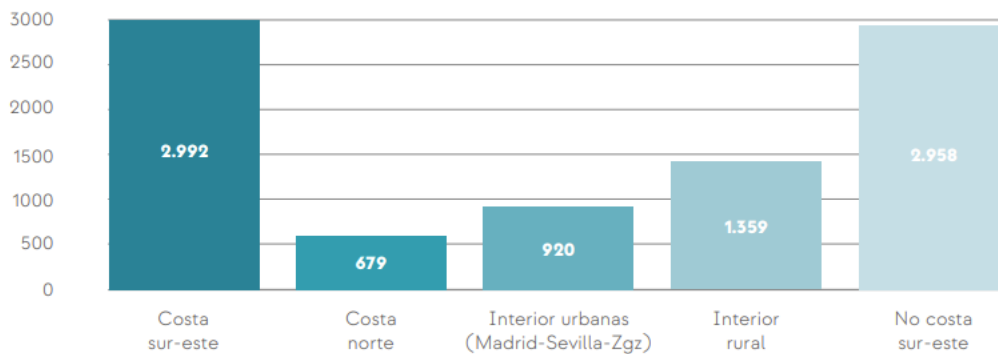
Figure 20. Charging points in Spain.



Source: Electromaps.

According to the report published by Ecodes (Ecodes, 2022), the distribution of charging points and connectors by regions is concentrated more in the provinces located on the coast, specifically accounting for 57%. The urban areas of Madrid, Seville, and Zaragoza represent 22% of the population, while the remaining 21% is located in the inland area. By examining the following graph, it can be concluded that the southeast coastal region covers a larger number of charging points than the combined total of the other three regions.

Graph 8. Total charging points in Spain 2022.



Source: Ecodes.

On the other hand, the study conducted by Ecodes states that 7 out of 10 electric vehicle charging points are located in urban areas, resulting in poorer access to charging points in rural areas. This fact leads residents in rural areas to continue using fuel-based transportation.

Regarding autonomous communities with high-power connectors, according to the Ecodes study (Ecodes, 2022), the community of Madrid ranks first, with the capital being one of the main reasons. High-power charging points within a distance of less than 1.000 square kilometers align with more urbanized communities, with the exception of Murcia. In terms of communities with larger rural regions, high-power charging points can be found at distances exceeding 2.000 square kilometers. It is worth noting, based on Figure 21, that there are four autonomous communities where there are no charging points with such high power.

Figure 21. Autonomous communities with high-power connectors.

Comunidad Autónoma	km² / conectores >150 Kw
Madrid	309
País Vasco	556
Comunidad Valenciana	597
Cataluña	671
Murcia	870
Aragón	1.989
Andalucía	2.190
Extremadura	2.316
Castilla-La Mancha	2.836
Castilla y León	2.945
Asturias	5.305
Galicia	No hay conectores de alta potencia
Cantabria	No hay conectores de alta potencia
Navarra	No hay conectores de alta potencia
La Rioja	No hay conectores de alta potencia

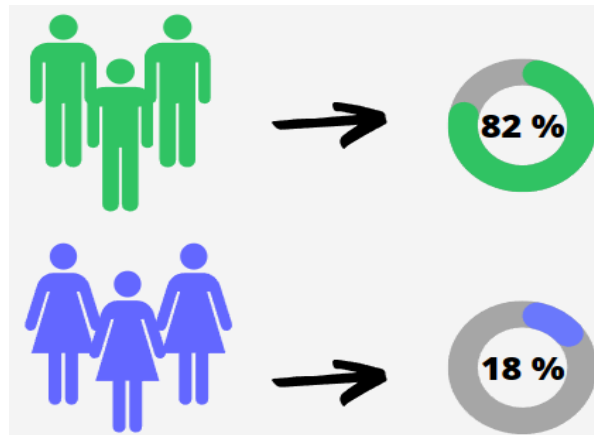
Source: Ecodes.

2.3.2. Consumer Analysis

When conducting a customer analysis, it is crucial to understand the types of solar energy customers, identify their purchase motivations, the quantity of solar panels they decide to buy, and their annual electricity consumption.

Regarding solar energy buyers, it is worth noting that there is a significant difference based on gender. According to an analysis conducted by the Norwegian company Otovo, 82% of solar energy product buyers are men, while the remaining 18% are women.

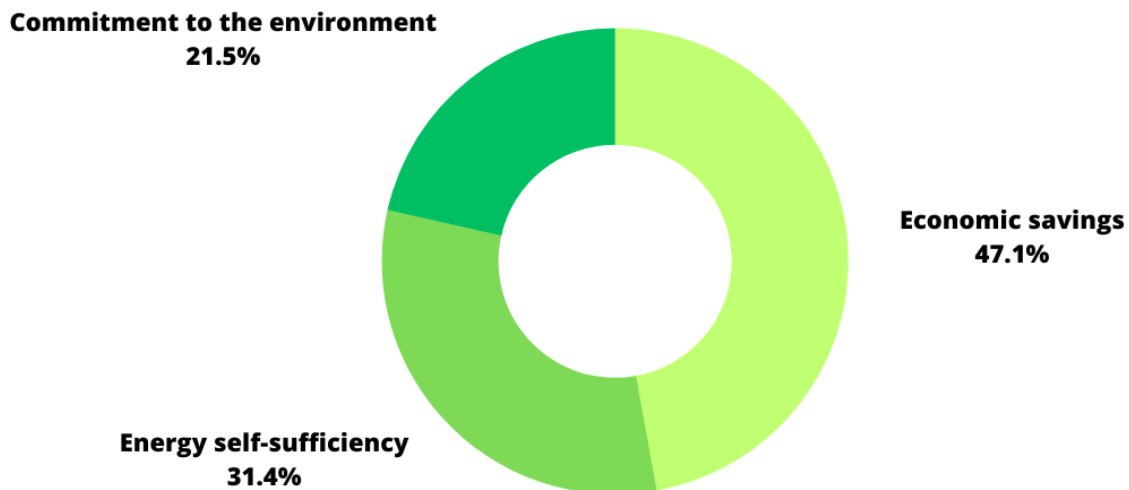
Figure 22. Percentage of men and women buying solar energy products.



Source: Own elaboration. Data: Installers 2.0.

The main reasons why customers decide to make purchases in this sector are primarily economic savings, accounting for 47.1%. However, the purchase motivations of energy self-sufficiency and contributing to climate change mitigation are also noteworthy. While the personality of each customer may vary, they all ultimately make the decision to buy for similar reasons.

Figure 23. Percentage of reasons why customers decide to purchase solar energy products.



Source: Own elaboration. Data: Installers 2.0.

Regarding the consumption of solar panels in a year, there is a significant difference between a low-profile level that purchases between two and four solar panels, a medium-profile level that purchases between seven and nine solar panels, and a high-profile consumer level that purchases five times as many panels as a low-profile individual. This is

in line with the annual consumption in proportion to the number of solar panels required for their household. (Endesa, 2021)

Table 5. Number of solar panels based on annual consumption.

Consumo anual	Número de placas solares	Perfil de consumo
< 2000 kWh	2 - 4	Bajo
2000 - 4000 kWh	4 - 6	Medio - bajo
4000 - 6000 kWh	7 - 9	Medio
6000 - 8000 kWh	10 - 15	Medio - alto
8000 - 10000 kWh	16 - 20	Alto

Source: Endesa.

The factors that impact the number of solar panels required in a household are:

- Annual electricity consumption: The electricity consumption in a household can be found on the bill. A higher annual electricity consumption will require a greater number of solar panels.
- Quality of the panels: Higher-quality solar panels come at a higher cost but have the ability to generate more electricity by utilizing sunlight more efficiently. This allows for a smaller number of panels since high-quality panels can generate more electricity.
- Type of solar panel: The type of panel purchased affects the overall performance and the amount of electricity it can produce.

Table 6. Performance of each type of solar panel.

Tipo de panel solar	Rendimiento
Monocristalinos	De 16 a 23 %
Policristalinos	De 15 a 19%
Amorfos	De 8 a 12%

Source: Endesa.

- Power of the installation: It indicates the amount of electrical energy the home installation can generate.
- Location of the house: Depending on the location of the house, it will require a different number of solar panels as each area may receive varying levels of solar radiation based on its position.

The price of a photovoltaic installation for a home ranges between 0.8€/kWh and 1.2€/kWh of annual electricity consumption. This means that each solar panel costs approximately between 500€ and 600€. The following table shows the price range based on the number of panels. These prices do not include deductions for subsidies and discounts.

Table 7. Approximate installation cost based on the number of panels.

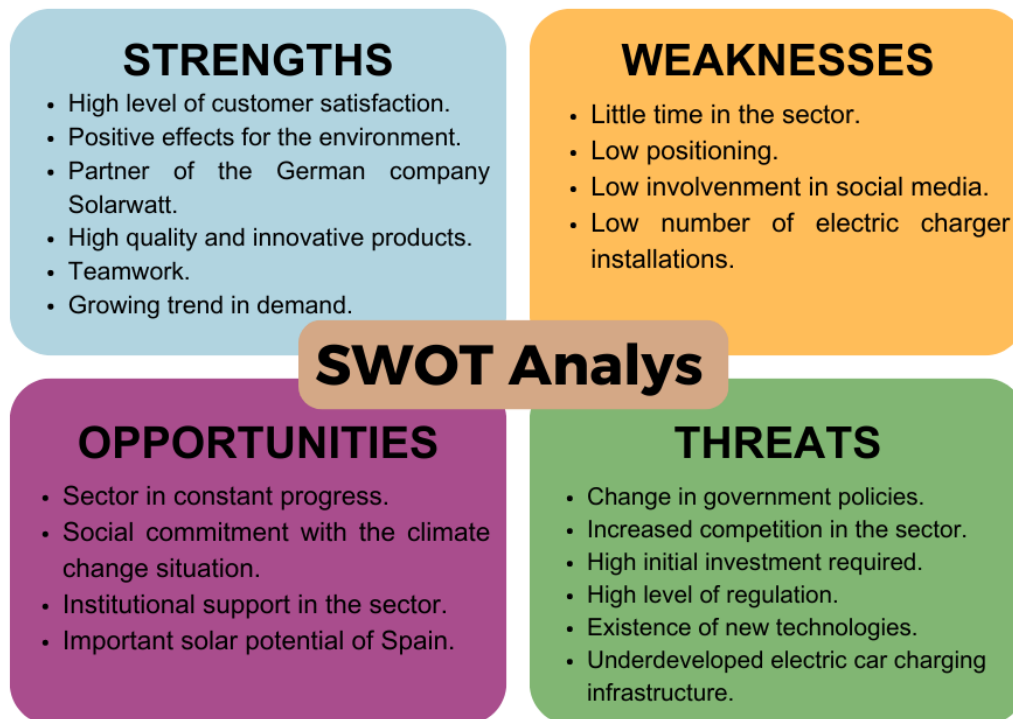
Consumo anual	Número de placas	Precio de la instalación
3300 kWh	6	4000€ - 5000€
5000 kWh	9	5000€ - 6000€
6600 kWh	12	6000€ - 7000€
9900 kWh	18	7000€ - 10000€

Source: Endesa.

3. SWOT ANALYSIS

Figure 24 provides a detailed summary of the fundamental elements in the SWOT analysis study. This analysis examines the external environment and internal characteristics of Implica-t company in order to focus the strategy accordingly.

Figure 24. SWOT of Implica-t.



Source: Own elaboration.

Strengths:

- High customer satisfaction level. Implica-t's customers are highly satisfied with the service provided as the company focuses on offering excellent customer care and follow-up. They recognize the importance of promptly addressing any issues that may arise with their customers and resolving them successfully.
- Positive environmental impact. The services offered by the company have a significant environmental impact as they help reduce CO2 emissions in the atmosphere. This not only leads to energy savings but also improves overall quality of life.
- Partnership with German company Solarwatt. Implica-t is a partner of Solarwatt, a German company known for its high-quality products. This mutually beneficial

relationship enhances competitiveness and facilitates positive collaboration between the two companies.

- High-quality and innovative products. Implica-t utilizes products from reputable companies such as Solarwatt, LG, and Ariston, known for their high performance, durability, and resilience against weather conditions like hail and snow. They also offer innovative products such as bidirectional chargers that intelligently enhance the charging process of electric vehicles.
- Teamwork. At Implica-t, all employees work together as a team to achieve the company's objectives. They collaborate to solve problems and foster a strong corporate culture.
- Growing demand trend. The solar energy sector has experienced significant growth in recent years, resulting in an increased demand for Implica-t's services, as the number of customers of the company has grown in recent months.

Weaknesses:

- Limited experience in the industry. Implica-t has only been focusing on photovoltaic, aerothermal, and electric vehicle charger installations for approximately 3 years, as they previously specialized in maintenance services.
- Limited brand positioning. Due to its relatively short time in the industry, Implica-t has limited brand positioning. This is evident when searching for solar energy companies in Castellón, as Implica-t does not appear among the top search results on Google.
- Limited social media engagement. Although the company has established social media accounts, there is a lack of active participation in generating content and gaining consumer insights through these platforms.
- Low number of electric vehicle charger installations. While Implica-t specializes in solar panel installations and thermal installations, they have only completed one electric vehicle charger installation.

Opportunities:

- Continued growth in the sector. The renewable energy sector has gained increasing importance in recent years. For instance, the impact of the pandemic and rising oil and gas prices have prompted many companies to innovate in the renewable energy

sector. The ongoing conflict in Ukraine has further contributed to increasing energy prices, reinforcing the need for renewable energy adoption.

- Social commitment to climate change. There is a growing awareness of climate change, leading individuals and organizations to prioritize energy savings and increase the use of renewable energy sources in both residential and commercial settings.
- Institutional support in the sector. To promote the development of renewable energy, the government provides subsidies for thermal and photovoltaic installations.
- Spain's significant solar potential. Spain boasts a high average of sunlight hours, making it one of the countries with substantial solar potential in Europe. This enables the transformation of electric energy into renewable energy, with a particular focus on photovoltaic installations.

Threats:

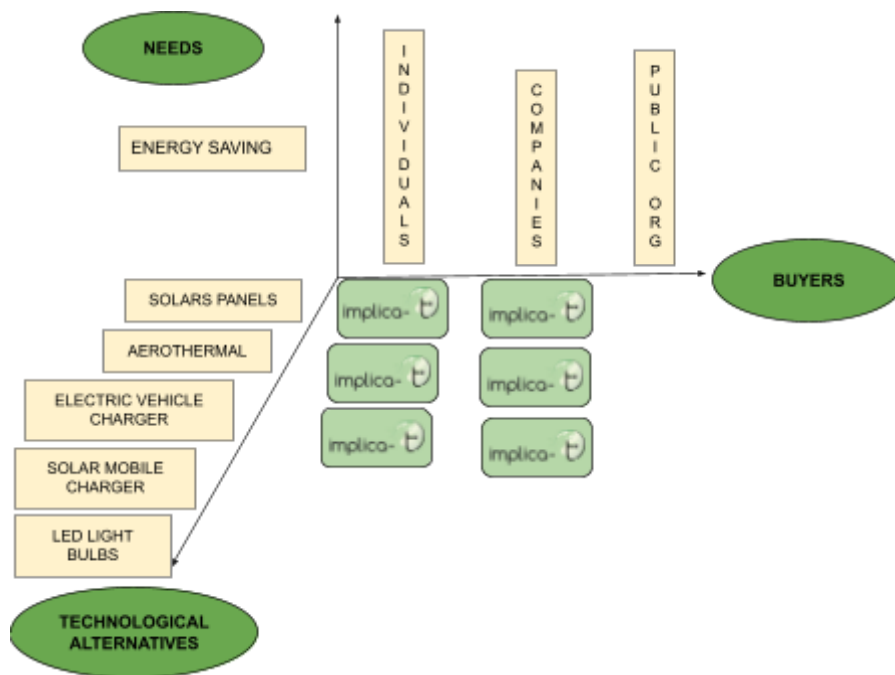
- Government policy changes. Implica-t is highly dependent on government policies, which can change and impact the industry. Staying updated with new regulations is crucial to comply with ministry-established norms.
- Increased competition in the sector. The growing interest in combating climate change and the increased development of renewable energy sources have led to a rise in competitors. This intensifies the need for companies in this sector to offer a broader range of services and remain competitive in pricing.
- High initial investment requirements. Entry into the renewable energy sector often requires significant financial investments due to the high upfront costs.
- High level of regulation. There are a large number of regulations created for the alternative energy sector to comply with various measures, including regional and local regulations. Administrative and technical requirements at the national and European levels are also included.
- Emerging technologies. The renewable energy sector is witnessing an increasing number of innovations due to new initiatives. For example, the development of a system capable of storing solar heat for nighttime electricity use.

→ Underdeveloped electric vehicle charging infrastructure. In Spain, there are few public charging points available in proportion to the number of electric vehicles. Additionally, the majority of these points have a power capacity below 22 kilowatts.

4. MARKET SEGMENTATION

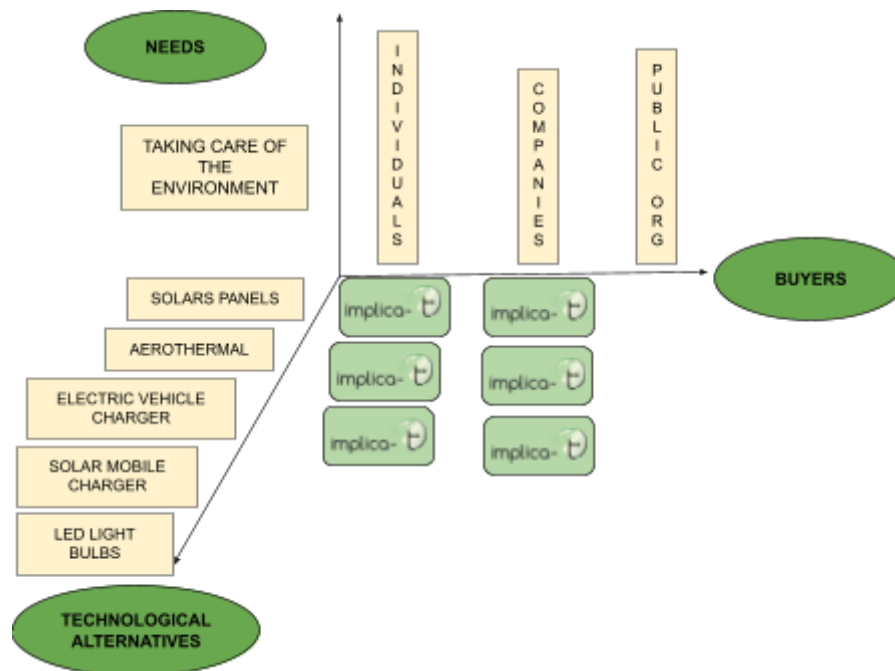
When analyzing Implica-t's market segmentation, two product-markets are identified due to two types of needs, the energy saving and caring for the environment . Looking at Figure 25 and Figure 26, the product-market caters to the energy-saving needs of both individuals and businesses through alternative technologies such as solar panels, athermal systems, and electric vehicle chargers.

Figure 25. Product-Market of Implica-t (energy savings need).



Source: Own elaboration.

Figure 26. Product-Market of Implica-t (taking care of the environment need).



Source: Own elaboration.

Based on the previous image, Implica-t's product-market can be analyzed by considering two segmentation variables: psychographic criteria based on personality and demographic criteria based on income level. The psychographic criteria is an important factor because Implica-t needs to understand the personality traits of consumers in order to tailor their sales approach. Based on this criteria, three segments are identified:

- **Thrifty customer.** This segment is defined by their primary concern for saving money. The majority of individuals fall into this customer type as they want to reduce their electricity expenses. The information they will seek includes pricing, savings, home value, and return on investment.
- **Tech-savvy Customer:** This customer type is highly curious about technology and innovation, and their main interest lies in discovering new ways to be energy-efficient. They are interested in information about component quality, service tracking, and equipment features such as warranty and efficiency.
- **Eco-conscious Customer:** This segment is interested in environmental conservation to ensure a better situation for the planet. The primary information they will seek revolves around the environmental impact of installing solar panels or owning an electric vehicle with an electric charger. They are also interested in knowing if the company has certifications that recognize their environmental contributions.

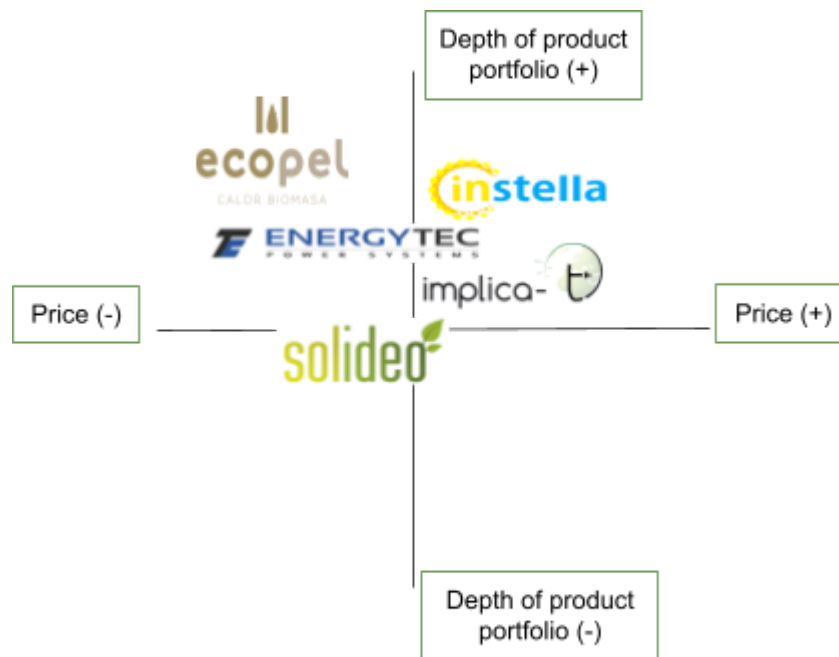
Regarding the demographic criteria, its importance lies in Implica-t needing to have a rough idea of their customers' income levels to offer them the appropriate service. The identified segments based on this criteria are:

- **Residential Consumer:** These are customers who live in single-family homes or residential communities, and their income levels are typically small to medium-sized. They are price-sensitive and their purchasing decisions are based on products or services with a lower value compared to larger customers. Additionally, they are characterized as indecisive customers when it comes to purchasing the service, as they need time to make a decision and compare prices and product quality with those of other companies.
- **Industrial Consumer:** This type of customer consists of businesses whose income levels depend on their size, but they generally tend to be medium to high. They are not very price-sensitive. These customers have a lot of information about what the company offers and have analyzed the product features. Their decision to hire the services of a company like Implica-t is usually driven by the desire to gain recognition as a sustainable company and achieve energy savings on their electricity bill.

4.1. Positioning

Based on the analysis of the five segments that Implica-t targets, a positioning map (Figure 27) is designed, which includes Implica-t and the other four competing companies that have been previously analyzed (Energytec, Ecopel, Solideo, and Instella), based on two attributes: price and depth of the companies' service portfolio.

Figure 27. Positioning Map..



Source: Own elaboration.

5. MARKETING OBJECTIVES

After conducting a detailed analysis of the company using the appropriate tools, the general objectives that the company will pursue are defined. These objectives include increasing the number of company consumers, having a stronger presence in the sector, and creating a lasting change in the renewable energy industry.

Within the specific marketing objectives, they need to be differentiated into objectives related to business relationships, marketing activities, and financial goals.

Objectives for business relationships:

1. Increase the number of company customers by 15% in the next 12 months.
2. Enhance customer interaction through social media, website, and blog in the next 12 months.
3. Achieve a customer satisfaction rate of 95% within one year. This means meeting customer expectations and encouraging them to recommend us to others, resulting in an increase in new customers for the company.
4. Increase the number of visits from new customers to the company by 20% in the next year.

Marketing activity objectives:

- 5. Increase Implica-t's sales by 15% in the next 12 months.

Financial business objectives:

- 6. Increase profits by 10% over the next year.

6. MARKETING STRATEGIES

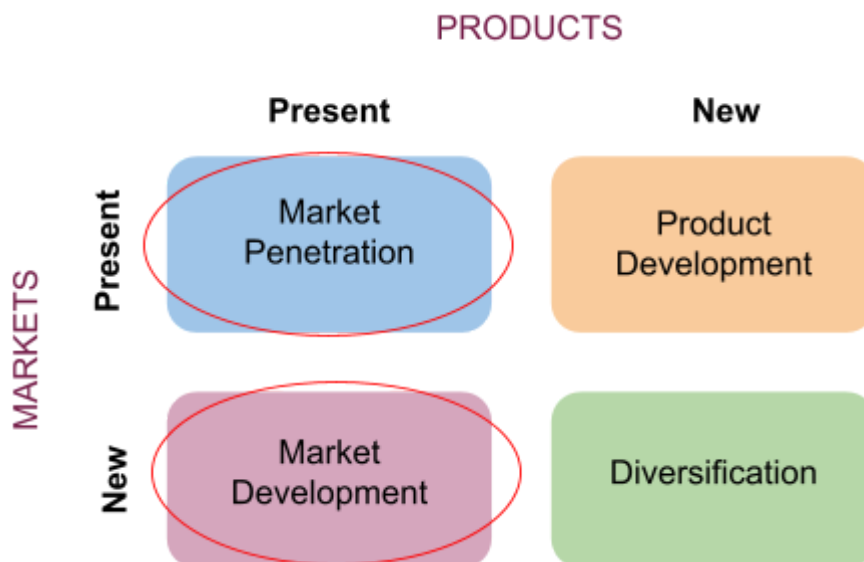
The current strategy of Implica-t focuses on providing high-quality services in photovoltaic installation, aérothermal systems, and electric charging using innovative products from reputable and well-known brands.

Next, we will describe the strategies and measures to improve the current situation of the company and achieve the objectives mentioned in the previous section.

6.1. Growth and diversification strategy

Ansoff's Growth Matrix allows us to observe the directions in which a company can grow, which is why this tool is used to analyze the growth strategy of Implica-t.

Figure 28. Ansoff Matrix of Implica-t.



Source: Own elaboration.

Examining the different strategies of the Ansoff growth matrix, Implica-t should follow the **market penetration strategy**, which consists of increasing sales and customers in the current market using existing products. This strategy is advantageous for the company

because it targets the market it operates in and knows that the targeted business is functioning.

The decision to adopt this strategy is to increase sales of its services, particularly the electric vehicle charger, as it is currently the least developed service they offer. Therefore, the product development strategy is not the most suitable since they haven't been offering their current services for a long time.

On the other hand, the market penetration strategy will be combined with the **market development strategy**, as Implica-t will focus on offering its services to a new market, which will be the Murcia region. The choice of this province is due to its proximity to their main operating area (Castellón), as well as being one of the regions that receives more hours of sunshine per year.

Finally, Implica-t will not pursue the diversification strategy in the medium term, although their intention in the future is to offer green hydrogen to a new sector.

6.2. Competitive strategies

The competitive strategy that Implica-t should implement is the **market niche strategy** based on geographic criteria. The company is interested in understanding the needs and expectations of consumers living in the Comunidad Valenciana area and growing in the renewable sector. The reason they primarily offer their services in the Comunidad Valenciana is that as a small company located in Castellón, their business activities mainly revolve around this city and its surrounding areas. However, it should be noted that they also provide their services in other parts of the country to a lesser extent, driven by their interest in growing in the renewable sector.

Companies that employ this strategy focus their marketing actions on consumer profiles that are of interest to them, highlighting the benefits of their services. Additionally, since Implica-t offers specialized services in quality and innovation, they can establish higher prices.

6.3. Strategy as competitive advantage

The competitive advantage as a strategy provides the company with a distinct quality compared to other organizations. In the case of Implica-t, the strategy it should follow is **differentiation**, as its service products are of high quality and innovative, providing significant added value.

Furthermore, the company should differentiate itself by fostering long-term relationships and engagement with its customers. It should emphasize the fact that it offers efficient and novel energy solutions with environmentally friendly and efficient technologies.

Lastly, increasing knowledge and expertise among employees in the sector in which the company operates is of great importance. This will enable the company to grow and stand out, with its employees possessing greater competencies compared to other companies in the renewable energy market.

7. ACTIONS PROGRAMS

The following are the actions that will be carried out based on the aforementioned objectives.

7.1. Summary of action plans

Table 8. Summary action plans

ACTIONS	OBJECTIVES
Action 1: Restructuring the product line image on the website.	1. Increase the number of company customers by 15% in the next 12 months. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
Action 2: Offering quantity discounts.	1. Increase the number of company customers by 15% in the next 12 months. 3. Achieve a customer satisfaction rate of 95% within one year. 4. Increase the number of visits from new customers to the company by 20% in the next year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
Action 3: Creating a service delivery tracking message.	2. Enhance customer interaction through social media, website, and blog in the next 12 months. 3. Achieve a customer satisfaction rate of 95% within one year.

<p>Action 4: Implementing a promotional pricing strategy.</p>	<ol style="list-style-type: none"> 1. Increase the number of company customers by 15% in the next 12 months. 2. Enhance customer interaction through social media, website, and blog in the next 12 months. 3. Achieve a customer satisfaction rate of 95% within one year. 4. Increase the number of visits from new customers to the company by 20% in the next year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
<p>Action 5: Developing an online solar calculator for the website.</p>	<ol style="list-style-type: none"> 1. Increase the number of company customers by 15% in the next 12 months. 2. Enhance customer interaction through social media, website, and blog in the next 12 months. 3. Achieve a customer satisfaction rate of 95% within one year. 4. Increase the number of visits from new customers to the company by 20% in the next year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
<p>Action 6: Enhance the presence on social media.</p>	<ol style="list-style-type: none"> 1. Increase the number of company customers by 15% in the next 12 months. 2. Enhance customer interaction through social media, website, and blog in the next 12 months. 4. Increase the number of visits from new customers to the company by 20% in the next year.

<p>Action 7: Promoting the company through outdoor advertising.</p>	<ol style="list-style-type: none"> 1. Increase the number of company customers by 15% in the next 12 months. 4. Increase the number of visits from new customers to the company by 20% in the next year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
<p>Action 8: Creating promotional items for the company.</p>	<ol style="list-style-type: none"> 3. Achieve a customer satisfaction rate of 95% within one year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
<p>Action 9: Conducting a giveaway for a free solar panel installation on social media.</p>	<ol style="list-style-type: none"> 2. Enhance customer interaction through social media, website, and blog in the next 12 months. 4. Increase the number of visits from new customers to the company by 20% in the next year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
<p>Action 10: Promoting the company for the region of Murcia on the website.</p>	<ol style="list-style-type: none"> 1. Increase the number of company customers by 15% in the next 12 months. 4. Increase the number of visits from new customers to the company by 20% in the next year. 5. Increase Implica-t's sales by 15% in the next 12 months. 6. Increase profits by 10% over the next year.
<p>Action 11: Writing a new blog post on the website.</p>	<ol style="list-style-type: none"> 2. Enhance customer interaction through social media, website, and blog in the next 12 months. 3. Achieve a customer satisfaction rate of 95% within one year. 4. Increase the number of visits from new customers to the company by 20% in the next year.

Source: Own elaboration.

7.2. Product decisions

Action 1: Restructuring the product line image on the website

Objectives to which it contributes:

1. Increase the number of company customers by 15% in the next 12 months.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 12 months.

Implica-t's website has 3 sections for the services it offers: Power Generation, Storage, and Utilization. Within each section, there are subcategories described in the company's internal analysis.

Through this action, the aim is to highlight the solar panel installation service, making it the first thing that appears when entering the company's website. This emphasizes that it is a highly demanded service at Implica-t. Additionally, electric vehicle chargers will also be highlighted. As the company has not carried out many installations of this type, it is a service that sells more slowly.

The budget for this action will amount to 200€ as the company will need to hire the services of a computer technician to change the product line image on the website.

7.3. Price decisions

Action 2: Offering quantity discounts

Objectives to which it contributes:

1. Increase the number of company customers by 15% in the next 12 months.
3. Achieve a customer satisfaction rate of 95% within one year.
4. Increase the number of visits from new customers to the company by 20% in the next year.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 4 months.

This type of action consists of offering discounts to customers for purchasing more than one service from the company, thereby increasing the number of sales of multiple products. This discount is based on the premise that if the consumer contracts the installation of more than one service, they will receive a discount on the final installation price.

The person in charge of this action will be responsible for operations planning to ensure sufficient inventory is available at all times. The administration department will keep a record of the installations requested by the customer and calculate the final price, taking into account the discount.

The budget for this action will be 10.000€ to cover the costs incurred by Implica-t in acquiring the products used in its services. It is also important to consider the benefits that will be obtained by achieving a higher number of sales, as this will allow them to obtain better prices from the brands that offer them the products for their services.

7.4. Distribution decisions

Action 3: Creating a service delivery tracking message

Objectives to which it contributes:

2. Enhance customer interaction through social media, website and blog in the next 12 months.
3. Achieve a customer satisfaction rate of 95% within one year.

Implementation period: 12 months.

When a customer hires an installation service for their home, they are often concerned about the arrival time of the installers, which can result in a loss of time for the consumer. At Implica-t, a reminder is sent to the customer the day before the scheduled installation, providing them with an approximate time window for the arrival of the installers.

Therefore, the proposed action is to create two messages for the customer: one informing them that the installers are on their way and another confirming that the installation has been successfully completed. Two message designs from the company will be created for this purpose (Figure 29).

The creation of these messages will not incur any cost for the company, as the person responsible for operations planning will be in charge of implementing this action.

Figure 29. Service delivery follow-up message.



Source: Own elaboration.

7.5. Communication decisions

Action 4: Implementing a promotional pricing strategy

Objectives to which it contributes:

1. Increase the number of company customers by 15% in the next 12 months.
2. Enhance customer interaction through social media, website and blog in the next 12 months.
3. Achieve a customer satisfaction rate of 95% within one year.
4. Increase the number of visits from new customers to the company by 20% in the next year.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 1 month.

As Implica-t is a company related to renewable energies and aims to improve the environment, this action consists of offering a discount of up to 20% to customers who contract any of the company's services. This promotion will take place during the month of June, as June 5th is World Environment Day.

Through this promotional strategy, sales and profits of the company will increase, and it will attract more customers during that month. This type of strategy may also attract potential customers who may continue to contract the company's services in the future.

The budget for this promotional action will be 2.000€. In the long term, it will not incur any cost for Implica-t because the company will establish an agreement with the brands of the products used in their services to purchase them at a lower price. This promotion will guarantee increased sales of projects. Therefore, the benefits will outweigh the losses incurred by offering discounts.

Figure 30. Environmental month discount.



Source: Own elaboration.

Action 5: Developing an online solar calculator fo the website

Objectives to which it contributes:

1. Increase the number of company customers by 15% in the next 12 months.
2. Enhance customer interaction through social media, website and blog in the next 12 months.
3. Achieve a customer satisfaction rate of 95% within one year.
4. Increase the number of visits from new customers to the company by 20% in the next year.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 12 months.

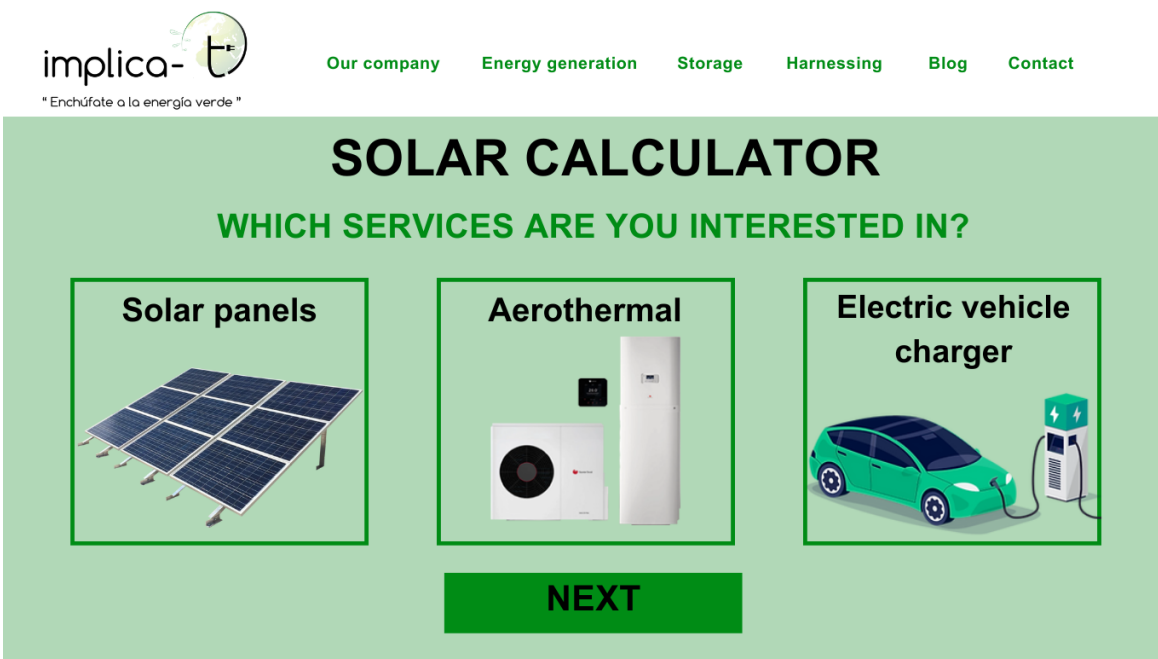
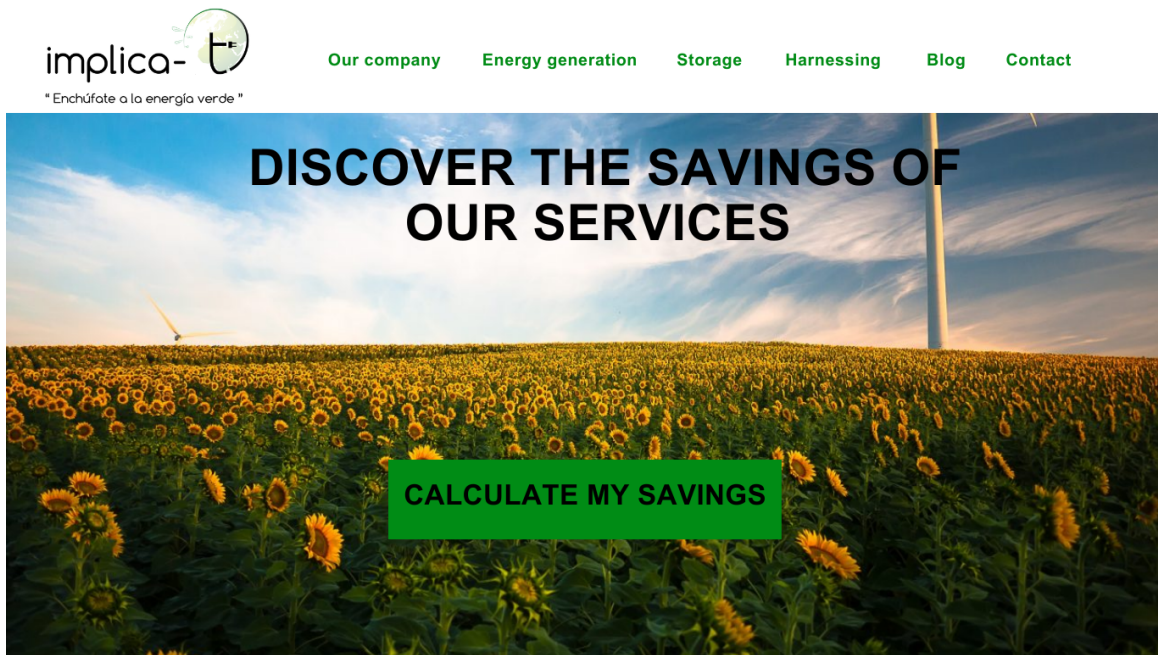
The online solar calculator is a tool that allows anyone to calculate their potential savings on the electricity bill based on their energy needs. This tool provides the customer with the most suitable service based on their monthly electricity consumption, along with an approximate cost value for contracting the service. Additionally, users can access information about their annual savings and the prices of certain necessary features for the desired service installation. It should be noted that the final service price does not include deductions from subsidies.

Since this tool is not currently available on Implica-t's website, potential customers tend to visit competitor websites that do offer this tool, resulting in a negative impact on the company.

Therefore, the proposal is to create the online solar calculator for the company's website, focusing on the installation of solar panels, aérothermal systems, and electric vehicle chargers for households, communities, and businesses. The following images show the design of the tool for the company's website.

To carry out this action, an external IT company will be hired. Consequently, the budget for creating the solar calculator will amount to 1.200€.


Figure 31. Solar calculator design on the website.




SOLAR CALCULATOR

WHERE WOULD YOU LIKE TO INSTALL IT?


Homes



Communities



Businesses



NEXT

Source: Own elaboration.

Action 6: Enhance the presence on social media

Objectives to which it contributes:

1. Increase the number of company customers by 15% in the next 12 months.
2. Enhance customer interaction through social media, website and blog in the next 12 months.
4. Increase the number of visits from new customers to the company by 20% in the next year.

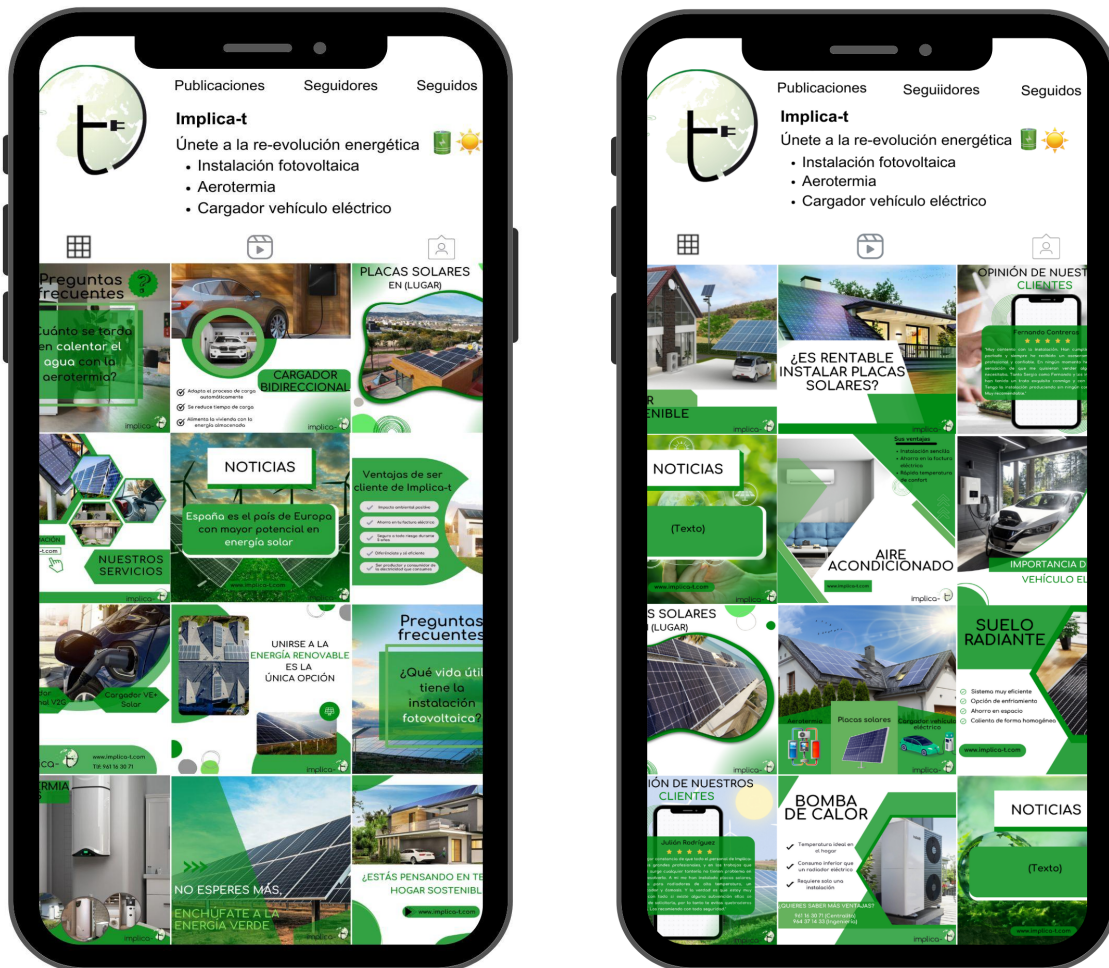
Implementation period: 12 months.

In recent years, the importance of a company having a presence on social media and consistently offering content has increased. This allows many people to discover new businesses more quickly and easily interact with them.

Posting on social media is a way to showcase the products and services offered by the company in a manner that captures users' attention, while aligning with the brand's design elements such as typography and colors. Moreover, companies that publish engaging content on their social media platforms have a higher likelihood of capturing the interest of potential customers.

The budget for creating a new image for social media is 400€. Although it will be carried out by Implic-t's marketing department, an external specialist in social media will be hired to provide their expertise.

Figure 32. Instagram Design.



Source: Own elaboration.

Action 7: Promoting the company through outdoor advertising

Objectives to which it contributes:

1. Increase the number of company customers by 15% in the next 12 months.
4. Increase the number of visits from new customers to the company by 20% in the next year.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 3 months.

The tool that will be used to promote the company is an outdoor billboard, strategically placed from different locations around the city. Since the viewing time of a billboard is brief, the aim is to create an image that is easy and quick to associate with the message, prominently displaying the company's logo. Two billboards will be used to promote the company, one at the entrance to the city of Castellón and another at the exit.

This action will take place over three months, specifically July, August, and September, as these are the seasons when sunlight is most abundant due to the high number of daylight hours. It is during these periods that people may consider installing solar panels.

The monthly rental cost for a billboard in Castellón is 390€. Therefore, the budget for this action is 2.340€, which covers the rental cost of two billboards for three months.

Figure 33. Billboard advertising.



Source: Own elaboration.

Action 8: Creating promotional items for the company

<p>Objectives to which it contributes:</p> <p>3. Achieve a customer satisfaction rate of 95% within one year.</p> <p>5. Increase Implica-t's sales by 15% in the next 12 months.</p> <p>6. Increase profits by 10% over the next year.</p>
<p>Implementation period: 12 months.</p>

One of Implica-t's values is to ensure that the customer feels satisfied with having hired the company's services. It is important for the customer to feel valued and unique, providing a positive experience with the company that leads them to recommend it to others.

To achieve this, the company could create personalized products as gifts for customers who have shown interest or have hired their services. For example, when a customer visits the company to inquire about their services, they will receive a gift such as a pen with the Implica-t logo. If the customer ends up hiring the services, they will receive a mug with the company's name (Figure 34) and a mug warmer with the company's name and slogan.

The budget allocated for creating promotional items for Implica-t is 600€, with 350€ being used for the expense of 50 mugs. The remaining budget will cover other gifts such as the mug warmer and pens.

Figure 34. Company gifts design.



Source: Own elaboration.

Action 9: Conducting a giveaway for a free solar panel installation on social media

Objectives to which it contributes:

2. Enhance customer interaction through social media, website and blog in the next 12 months.
4. Increase the number of visits from new customers to the company by 20% in the next year.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 1 month.

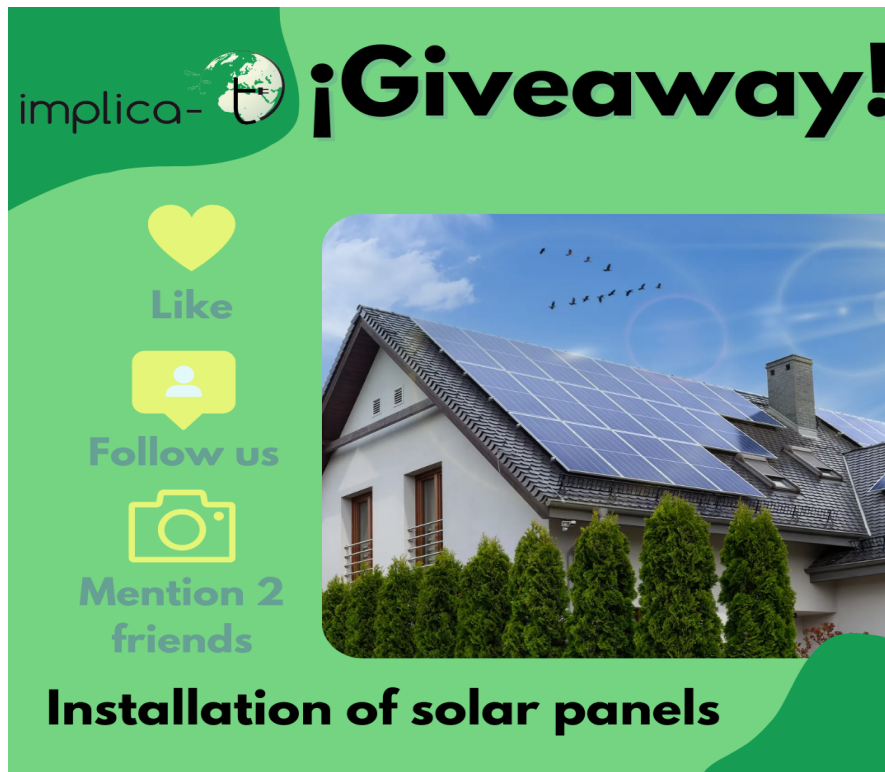
By conducting a giveaway on social media, it is possible to reach any audience through the use of digital platforms, allowing people who were previously unaware of the company to start discovering it.

The giveaway will be for a solar panel installation, as it is the most prominent service offered by Implica-t and also involves the highest cost compared to other services. The social media platforms that will be used are Instagram and Facebook, as they are the most widely used by consumers and provide a good opportunity to increase interactions with them through these channels.

The giveaway will last for one month and will involve participants following the company's account on both social media platforms, liking the giveaway post, and mentioning two friends (Figure 35). The marketing department will be responsible for conducting the giveaway and communicating with the winner, who will receive a solar panel installation valued at 4.500€. The winner will be selected using an application that verifies compliance with the giveaway requirements.

The budget for this action is 5.000€, which includes the cost of the installation for the company, as well as transportation expenses to the location of the winner.

Figure 35. Solar panel installation giveaway.



Source: Own elaboration.

Action 10: Promoting the company for the region of Murcia on the website

Objectives to which it contributes:

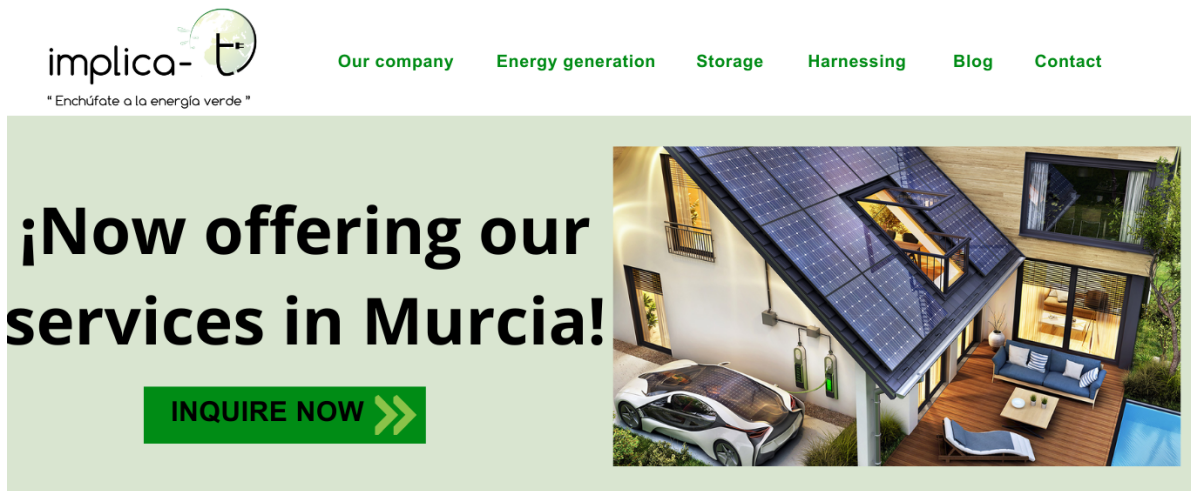
1. Increase the number of company customers by 15% in the next 12 months.
4. Increase the number of visits from new customers to the company by 20% in the next year.
5. Increase Implica-t's sales by 15% in the next 12 months.
6. Increase profits by 10% over the next year.

Implementation period: 12 months.

Taking into account the market development strategy proposed for the new market that the company will target, it is important to promote the company effectively, focusing on the region of Murcia. To do so, images will be placed on the homepage of Implica-t's website, advertising the new region where they will carry out their service installations.

The budget for this action will be 350€, as an external person, specifically a computer specialist, will be hired to carry out this task.

Figure 36. Promotion of the company for Murcia.



Source: Own elaboration.

Action 11: Writing a new blog post on the website

<p>Objectives to which it contributes:</p> <ol style="list-style-type: none"> 2. Enhance customer interaction through social media, website and blog in the next 12 months. 3. Achieve a customer satisfaction rate of 95% within one year. 4. Increase the number of visits from new customers to the company by 20% in the next year..
<p>Implementation period: 12 months.</p>

On Implica-t's website, there is a section dedicated to the blog that has not been used for some time, and as a result, the latest updates in the company's related sector have not been posted on this platform.

Therefore, the action consists of writing a new blog post every two months to increase interaction with customers by publishing topics related to the company's services, frequently asked questions from consumers, and the most relevant news regarding the renewable energy sector.

This action will be carried out by the person responsible for marketing in the company, and the budget is 96€, as it corresponds to the annual price of the premium plan of Wordpress, which allows access to a wide range of design tools.

Figure 37. Example of a new post on the Implica-t blog.



¡NEW BLOG POST!

How to achieve a sustainable home?

Keep reading

Source: Own elaboration.

8. TIMELINE

Once the actions to be carried out for Implica-t's marketing mix have been described, a schedule of activities is created, specifying the start and duration of each activity for the next 12 months.

Table 9. Timeline of the actions.

ACTIONS	1	2	3	4	5	6	7	8	9	10	11	12
Action 1: Restructuring the product line image on the website.												
Action 2: Offering quantity discounts.												
Action 3: Creating a service delivery tracking message.												
Action 4: Implementing a promotional pricing strategy.												
Action 5: Developing an online solar calculator for the website.												
Action 6: Enhance the presence on social media.												
Action 7: Promoting the company through outdoor advertising.												
Action 8: Creating promotional items for the company.												
Action 9: Conducting a giveaway for a free solar panel installation on social media.												
Action 10: Promoting the company for the region of Murcia on the website.												
Action 11: Writing a new blog post on the website.												

Source: Own elaboration.

9. BUDGET

Below are the costs involved in the various actions proposed earlier.

Table 10. Budget of the actions.

ACTIONS	BUDGET
Action 1: Restructuring the product line image on the website.	200€
Action 2: Offering quantity discounts.	10.000€
Action 3: Creating a service delivery tracking message.	Free
Action 4: Implementing a promotional pricing strategy.	2.000€
Action 5: Developing an online solar calculator for the website.	1.200€
Action 6: Enhance the presence on social media.	400€
Action 7: Promoting the company through outdoor advertising.	2.340€
Action 8: Creating promotional items for the company.	600€
Action 9: Conducting a giveaway for a free solar panel installation on social media.	5.000€
Action 10: Promoting the company for the region of Murcia on the website.	350€
Action 11: Writing a new blog post on the website.	96€

Source: Own elaboration.

The total budget is 22.186€.

10. CONTROL

Finally, the following control is established to ensure that the objectives set are met in a structured manner.

Table 11. Control of the actions.

OBJECTIVES	CONTROL METHOD
1. Increase the number of company customers by 15% in the next 12 months.	Tracking calendar for customer visits.
2. Enhance customer interaction through social media, website, and blog in the next 12 months.	Tool to measure customer interactions on the website.
3. Achieve a customer satisfaction rate of 95% within one year.	Scheduled satisfaction survey at the time of installation and every 6 months.
4. Increase the number of visits from new customers to the company by 20% in the next year.	Website analysis tool for the company's website.
5. Increase Implica-t's sales by 15% in the next 12 months.	Review annual revenue and compare it with the previous year.
6. Increase profits by 10% over the next year.	Review annual results and compare them with the previous year's profit.

Source: Own elaboration.

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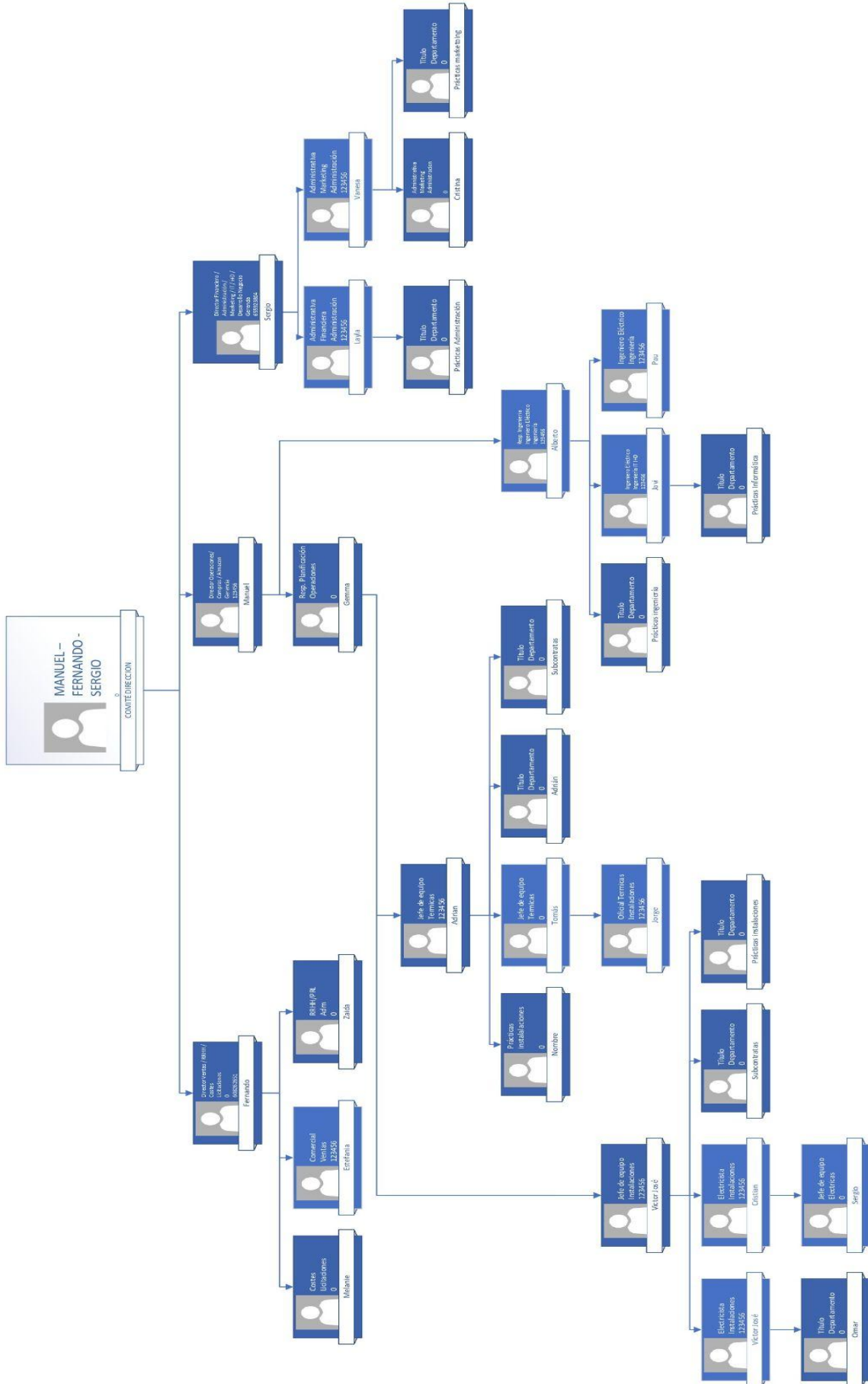
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The following image shows the organizational chart of the company.



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