Strategic Review of a Cleantech Startup Company (Empo-Ni)

By Marco Honsberg

Grin Verlag. Paperback. Condition: New. 72 pages. Dimensions: 8.3in. x 5.8in. x 0.2in.Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 7, University of Applied Sciences Essen, course: Strategic Corporate Management, language: English, comment: Anhand klassischer Kriterien wird ein junges Startup Unternehmen aus dem Cleantech Segment (Offgrid Solar Equipment) analysiert. Methoden wie SWOT, PESTE, und Wachstumsstrategien unter anderen werden errtert und formen ein komplettes Bild ber den Zustand und die Zukunftsaussichten. In der Tat ist das untersuchte hightech Unternehmen hochinnovativ und top Performer. , abstract: The strategic review of EMPO-NI identifies EMPO-NIs todays situation in the market place and provides in its last chapter recommendations for further actions and spots potential difficulties in the further development of this young company. EMPO-NI started in 2006 to develop products in the field of regenerative off-grid power supplies, e. g. focussing on charging batteries out of solar energy. As reflected in the mission and vision statement the company, recognized as highly innovative company and sponsored by the Ministry of Research and Development in Germany, develops basic technologies for the next generation Thin Film solar panels and emerging applications like Electrical...

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This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).
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