

Austen Conrado – Business Case

Business Case Component	Components Defined
Summarize the marketing need and opportunity	<ul style="list-style-type: none"> • The solar-powered heater and furnace market is valued at \$3.7 billion in 2022, projected to grow to \$4.01 in 2023, and grow to \$7.71 billion by 2032. • Estimated 8.5% compound annual market growth from 2023 - 2032. • There is growing demand for energy efficient water heaters and furnaces with energy costs rising. Solar heaters are predicted to save an individual 50-80% off the heating bill.
Define the primary competition	<ul style="list-style-type: none"> • Competition is high in the market, main competitors are: • General Electric • Rheem Manufacturing • Racold • Sun Pad • Bosch
Define product capabilities	<ul style="list-style-type: none"> • Easy install application that provides for easy customer management of the system • High-efficiency solar cells that can convert more sunlight into electricity. • Bifacial solar panels that can capture sunlight from both sides and increase energy output. • Flexible solar panels that can be installed on curved surfaces. • Transparent solar panels that can be used as windows or skylights and generate power without blocking light. • SRU's installation design allows the tank to maintain high water temperatures longer than competitors.
Summarize the Product Vision	<ul style="list-style-type: none"> • SRU's new product is to utilize new technology for easier customer management, develop longer heater life periods, maximize energy use, and create a more environmentally friendly product
Provide the value proposition and positioning statement	<ul style="list-style-type: none"> • The SRU heaters offers a quality product with at least 10% savings over competitor products. • SRU offers a more user friendly, innovative, environmentally conscious, and aesthetically pleasing solar-powered water heating system.
Outline how this product concept aligns to strategic objectives	<ul style="list-style-type: none"> • Key goal is to increase SRU current market share by 20%. • Reduce customer installation waiting times by at least 50%. • SRU systems will reduce carbon dioxide emissions that corresponds to 100 planted trees a year.
Describe go to market plans	Q1:

	<ul style="list-style-type: none"> • Design and develop multiple commercial and residential solar collector systems. • Identify and procure multiple water tank and storage options compatible with SRU solar collection systems. • Finalize all supply chain and distribution system contracts. • Evaluate the current product mix. Determine which products will remain and which will be retired. <p>Q2:</p> <ul style="list-style-type: none"> • Beta test commercial solar collection systems. • Design and develop residential solar collection systems. • Finalize water tank and storage options. Procure initial inventory to support systems launch. • Begin retirement activities for systems to be phased out of the product mix. <p>Q3:</p> <ul style="list-style-type: none"> • Beta test residential solar collector systems. • Design, develop, and beta test app prototype for commercial systems. • Design residential system management console. • Finalize commercial solar systems for launch. • Finalize system retirement activities. <p>Q4:</p> <ul style="list-style-type: none"> • Finalize and launch commercial system app. • Launch commercial solar water heating systems. • Beta test residential console. • Design, develop, and beta test app prototypes for residential systems. • Prepare to launch residential systems and app in Q1.
Provide a summary financial analysis	<ul style="list-style-type: none"> • Internal Rate of Return: 98% • Net Present Value at 15%: \$3,376,810
Provide a summary risk assessment	<ul style="list-style-type: none"> • Design and development delays may be costly to fine tune the product. • Supply chain issues due to heavy supplier competition may delay design and development. • Distribution channels issues may delay product launch. • Cost overruns are a risk by overspending on product testing features. • Slow customer adoption rates can impact payback on the product and predictions.
List any open issues	<ul style="list-style-type: none"> • Potential skill and capacity issue for the development of the app. • Potential funding shortage.