

NABC

NEED

Need is to provide businesses and homeowners with renewable energy source that are cost-effective and env. friendly.

CUSTOMERS

Are (TARGET) Business owners & homeowners who are looking to reduce their carbon footprint and save on energy costs.

PROBLEM SITUATION

Traditional energy resources are costly and can be harmful to the environment. customers are looking for alternative solutions that are sustainable and cost effective.

BENEFITS

CUSTOMER BENEFITS

They will benefit from lower energy cost and reduced carbon footprint. They will have access to renewable energy resources that are reliable and require minimal maint.

ADVANTAGES

Lower environment impact, more sustainable resource and cost savings for customers

BUSINESS BENEFITS

Business will benefit from a recurring revenue stream and a positive brand system / reputation for offering sustainable solution.

APPROACH

Product / Service

will provide cust. with solar panels or wind turbines & associated maintenance and installation service.

Solution

To offer them renewable energy resources that is alternative to traditional energy resources.

Business Model

To offer them subscription based service

Process

Assessing the energy needs of customers

VALUE PROPOSITION

To provide customers with a soln that can help them and provide them in long run

COMPETITION

USP:- up is to offer customers a complete package of renewable energy sources, installation, and maintenance service at a competitive price

ALTERNATIVES

Alternatives include traditional energy resources and other renewable energy providers.

COMPETITION

competition includes other renewable energy providers who offer similar product & service. However, the company's USP of providing a complete package of services at a competitive price will differentiate it from the competition.