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## Analysis of Q-Cells as part of the solar industry

By Björn Möller

GRIN Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 212x149x3 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2010 in the subject Business economics - Industrial Management, grade: 1,0, Anglia Ruskin University, language: English, abstract: This report presents the findings of an independent business analysis project study of Q-Cells as part of the solar industry. The purpose of this assessment was to evaluate the company's current situation, as well as to maintain the economic and strategic sustainability of Q-Cells, one of the world's largest solar cell manufacturers. Furthermore, the report deals with a strategic issue, namely, globalisation and its influence on the company and on Q-Cells' two main competitors. This report summarizes the results of a business analysis project based on information collected during the field work. In detail, this report addresses the following issues: Situational audit: What is the company's current situation? What are its resources and capabilities? What are its core competences? Globalisation: What criteria define globalisation? What impact does globalisation have on Q-Cells? And how about on the company's two competitors, Solon and Conergy? Interpretation: What are the strategic options for a sustainable strategy? What actions...



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