

Understanding Buyer Choice/Rejection/Experience Processes for Complex Business-to-Business High-Technology Product/Service Bundles: The Example of Nuclear Power Plants

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TheCaseSolutions.com Nuclear Energy

-use of reactions that release nuclear energy to generate heat which is often used in steam turbines to produce electricity in a nuclear power plant



and run

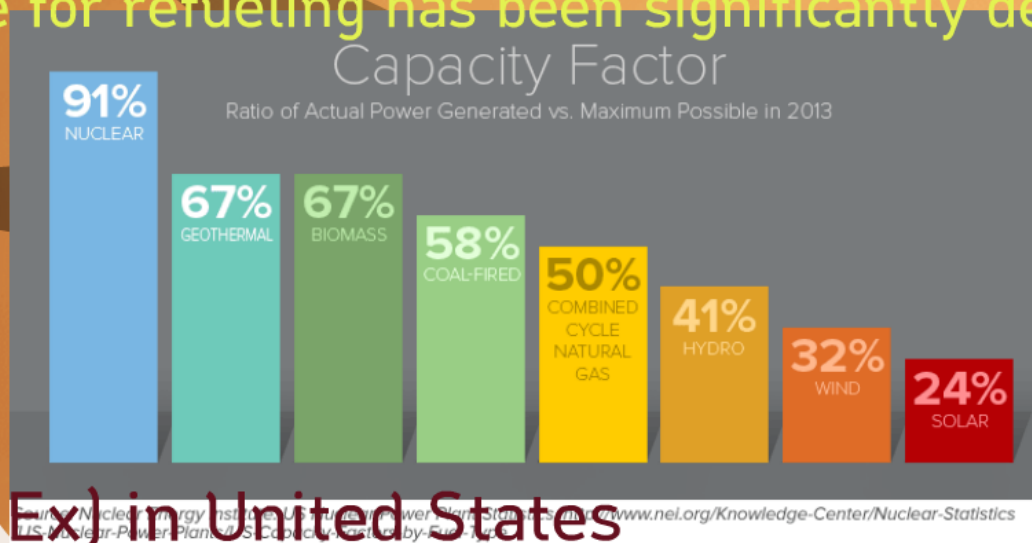
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decreased

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Pro 1: High Reliability

- offer impressive based-load electricity and run and produce power over 90% of the time
- terms between refueling has been significantly increased and downtime for refueling has been significantly decreased

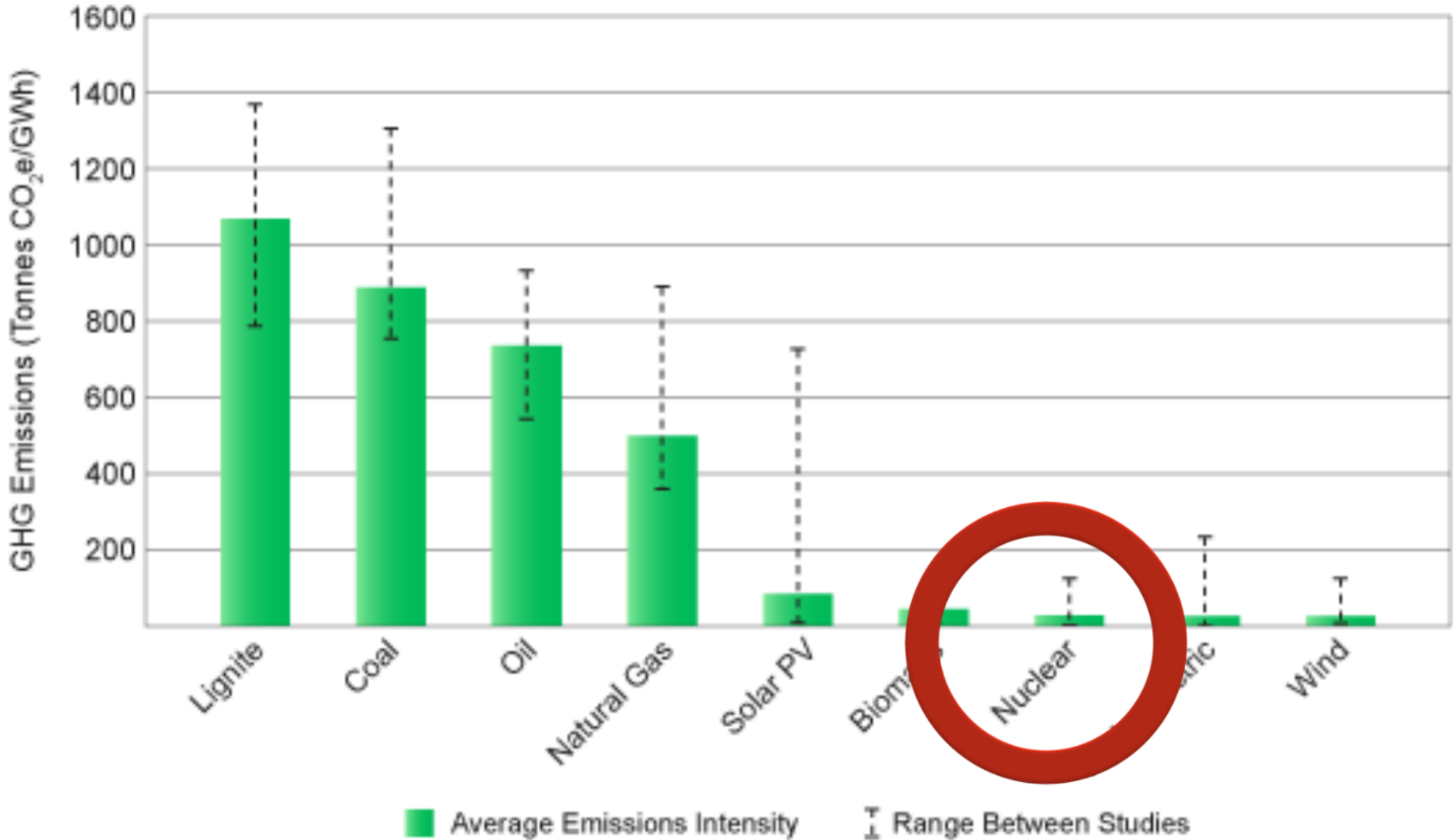


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Pro2:No Greenhouse
Gas Emissions

- nuclear reactor operations emit zero greenhouse gasses
- total emissions(the process of mining, enrichment, construction and waste management of uranium) are way lower compared to emissions from fossil fuels



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Pro3:Low Operating Costs

- the cost of the **uranium**, which is used as a fuel in the producing process is **low**.

-also, even though the **cost** of building nuclear power plants is **high**, the **cost** of running them is quite **low**.



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Pro4: Proficient than Fossil Fuels

- have high energy density than fossil fuels.
- the amount of fuel required by nuclear power plant is significantly less than fossil fuel



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THANK YOU FOR LISTENING
DO YOU HAVE ANY QUESTION?