

By: Tim Brooks, Brent Hannema, and Anthony Marsala



Solar City Harvard Case Solution & Analysis





Solar City Harvard Case Solution & Analysis



TheCaseSolutions.com

Introduction

- Electrical Products Wholesalers Industry
- **Sells, Installs, Finances, and Monitors** turnkey solar energy systems.
- Largest provider of solar power systems in the United States
- Large Clients: eBay, Intel, Wal-Mart, Stanford University and the Department of Homeland Security

Strategy

- Overall Cost Leadership
 - Purchases solar systems/ inverters from select manufacturers
 - Government tax credits
- Differentiation
 - Alternative energy without high upfront costs
 - Green, affordable energy through homeowner and commercial leasing

Competitors

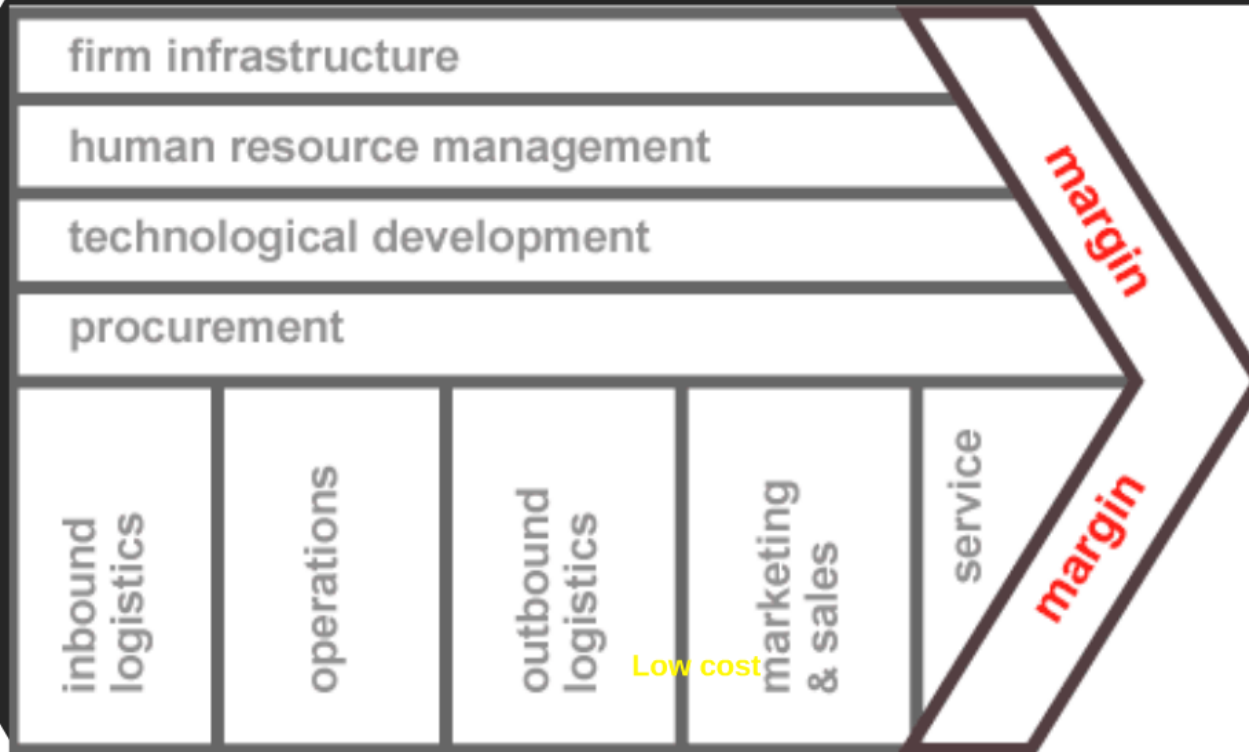
SunPower: **Differentiation** by producing solar panels/systems and selling them throughout the industry; **Focus** by distributing products/services throughout larger channels.



SUNPOWER



Value Chain



firm infrastructure

human resource management

technological development

procurement

inbound
logistics

operations

outbound
logistics

Low cost

marketing
& sales

service

margin

margin

Low Cost & Differentiation



- Outbound Logistics
- Operations
- Procurement
- Inbound Logistics
- Technological Development
- Human Resources Management
- Marketing and Sales
- Infrastructure
- Service