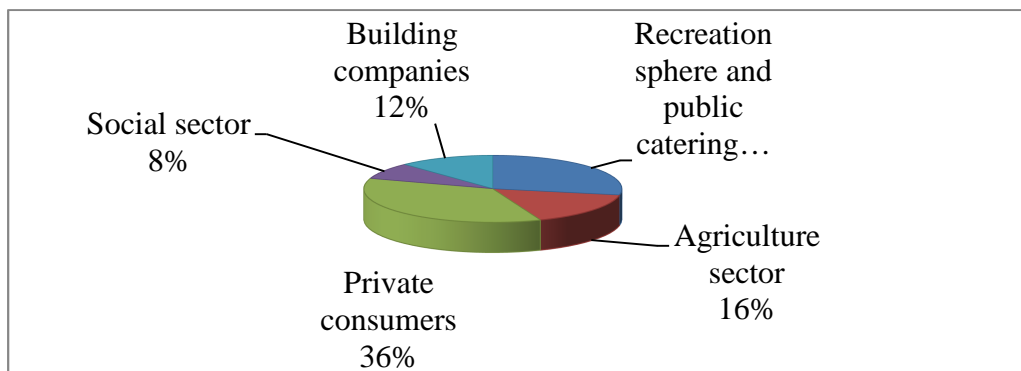


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THE MARKETING SYSTEM OF ENTERPRISES ON THE SOLAR ENERGY CONVERSION EQUIPMENT MARKET

Nowadays it is become very popular the using so kind of renewables like solar energy. Existing and working worldwide technologies and also the support on the government level are caused the formation the solar energy conversion systems market (solar energy systems are divided into solar collectors and PV systems or so called “batteries”). The demand on the using solar energy generates the formation of supply: near ten Ukrainian companies produce solar energy systems. The interesting feature of this market is presence both the private and the juridical persons as the customers of this equipment. That’s why the solar energy systems are considered not only as consumer goods, but as manufactured goods too. It is very important to say, like on any kind of markets this one also has its economic as well as marketing problems.

This paper will deal with the role of marketing in increasing the share of solar power sold to the customers. First, the groups will be determined which can be targeted to sell solar power to (Pic.1), and what properties and motives distinguish these groups. Secondly, the marketing strategies from suppliers will be examined. After that, we will look further into the role marketing can play on the demand for solar generating technologies.

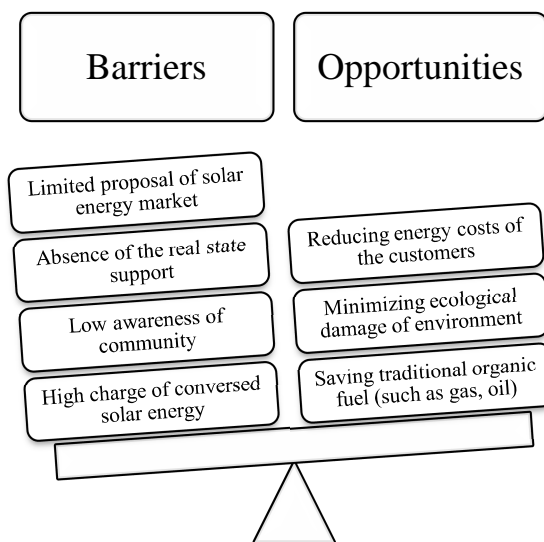


Picture 1. Potential customers of solar energy conversion systems companies

In this publication the market of solar energy conversion equipment is analyzed in the Odessa region. In particular, market participants are presented on different parameters (status, geography, market share), the type of potential users is

described in the Odessa region; the estimation of capacity of market of solar energy conversion equipment is given in agriculture and social sphere; factors, limiting or stimulating application of solar energy conversion systems, are studied.

Market of solar energy conversion equipment is on the beginning stage of development the whole in Ukraine, and in the Odessa area in particular. Such factors, as knowledge, public support (financial, legislative programs) and quality of the products and services offered at Odessa market, are at least the same important factors, as well as climatic terms at promotion of the solar energy conversion systems (Pic.2).



Picture 2. Barriers and opportunities for market development in Ukraine

The Odessa region has enormous potential for market of solar energy conversion equipment development under influence of climatic, economic, structural and social features possesses, above all things – solar energy conversion systems of hot water-supply on the base of solar collectors. The most perspective districts of solar collectors sale are districts without natural gas infrastructure in the Odessa region (9 districts), because their installation here most economic advantageously and it is grounded.

The conception of this study is creation the principles of marketing system foundation for the enterprises, which operate with the solar energy systems. This marketing system has to decide the problems of enterprises both on microeconomic level (satisfaction of consumers demand, increasing the profit margin, economy of management costs), and on macroeconomic level (establishment of independent energy industry due to using renewable sources, achievement the social effect, solution of ecological problems).

