

# Concept Testing, Evaluation and Launching New Product, Solar Energy System

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## Abstracts

Solar Energy System is a specialized way of using the renewable energy for different purposes. The technological scenario is changing on continuous basis and the non renewable energy of the world is consuming on the fastest speed and currently the world shifts its concern towards the renewable form of the energy. So in the analysis of this trend we have selected the Solar Energy System formation for the people of the Kuwait so that they can make use of the solar energy that is present in abundance in the Kuwait. The people of the Kuwait are also well informed of using the solar energy and they want the tools and equipments that can store and make best use of the solar energy. Kuwait is a country with the high temperature and higher sun hours that make us to provide the Solar Energy System for the people of the Kuwait so that they can make best use of the solar energy available to them. In this report we will test and evaluate the concept that was generated in the previous part of the report. This report will be mainly divided into four parts as in the first part we will include the concept testing process and technique in detail, in the second part of the report we will evaluate the concepts and in the third part of the report we will make the test launch and finally launch the product in the market and in the final part of the report we will conclude the prospective success or failure of the product in the market. Cont... (2000 words of this report)

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