

# **[In-depth Analysis] Chinese PV Company Y (Cell/module)**

<https://marketpublishers.com/r/IE0CDDE2935EN.html>

Date: August 2012

Pages: 131

Price: US\$ 2,900.00 (Single User License)

ID: IE0CDDE2935EN

## **Abstracts**

The global PV market is currently undergoing a seemingly endless recession due to a sharp decline in module prices and excess supply; major consuming countries, especially European countries, are carrying out policies focused on the rooftop market, setting aside large-scale development projects. Nevertheless, China is establishing itself as a key country in the PV market with aggressive investment of the government, low labor costs, cost competitiveness and smooth supply of raw materials by vertical integration. Considering 5 of global top 10 companies are Chinese companies based on 2011 production, you can tell how much potential China has.

In the overall PV industry except the polysilicon industry, there are some limits that it is hard to create added value and make money based on high technical skills, or produce differentiated products from those of competitors through constant development of new technologies as in the semiconductor or display industry. In this fiercely competitive market situation, the strategy of Chinese PV companies to achieve economies of scale and vertical integration will be a good role model for Korean companies as late runners.

Accordingly, SNE Research published '[In-depth Analysis] Chinese PV Company Y (Cell/Module)' which is intended to provide in-depth analysis of Chinese PV cell/module manufacturers that are drawing attention in the PV market required to secure competitiveness. This report that covers technical skills, cost competitiveness, and purchasing strategies and marketing strategies per value chain as well as basic information about Chinese cell/module companies provides in-depth analysis of total 5 companies, each of which is scheduled to be published sequentially. Through direct research by SNE Research and Chinese local companies, this report provides more detailed and accurate analysis.

Major Chinese PV company list: Company S (Cell/Module), Company Y (Cell/Module), Company J1 (Cell/Module), Company J2 (Cell/Module), C(Cell/Module)

## Contents

### **1. OVERVIEW**

- 1.1. COMPANY HISTORY
- 1.2. MANUFACTURING FIELD
- 1.3. THE NUMBER OF EMPLOYEES
- 1.4. BUSINESS/SALES SCALE

### **2. ANALYSIS OF COMPANY COMPETITIVENESS**

- 2.1. ANALYSIS OF TECHNOLOGY COMPETITIVENESS
  - 2.1.1. Characteristics of high-efficiency technology
  - 2.1.2. Characteristics of manufacturing equipment
- 2.2. ANALYSIS OF COST COMPETITIVENESS
  - 2.2.1. Cost trend and forecast by product(2006~2015)
  - 2.2.2. Strategy for reducing manufacturing cost
    - 2.2.2.1. Vertical integration(2010~2015)
    - 2.2.2.2. Expansion of capacity(2006~2015)

### **3. BUYING STRATEGY/ METHOD/ RECORD/PRICE(2006.1Q ~ 2015.4Q)**

- 3.1. POLY-SI & INGOT/WAFER
- 3.2. METAL PASTE
- 3.3. EVA
- 3.4. BACK SHEET
- 3.5. GLASS
- 3.6. JUNCTION BOX
- 3.7. FRAME
- 3.8. EQUIPMENT
- 3.9. TOTAL SUPPLY CHAIN COST

### **4. SALES/MARKETING STRATEGY**

- 4.1. MARKETING STRATEGY BY CONTINENT
  - 4.1.1. EU
  - 4.1.2. USA
  - 4.1.3. Asia(excepting China)
  - 4.1.4. Africa

4.1.5. China

## **5. PENETRABLE AREA INTO KOREA MARKET BASED ON SUPPLY CHAIN**

## **6. INDEX**

6.1. FIGURE

6.2. TABLE

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