



CASE STUDY

Crafting A Global Expansion Strategy for an Alternative Energy Company



“The market entry strategy was concise, precise, and everything that we would need to enter the North American market.”

-Michael Le Messurier, Business Development Manager

Client Profile

Renewable Energy Solutions Australia Holdings Ltd. (RESA) is an emerging provider of clean energy solutions. The company owns, designs, develops, installs, and maintains mid-sized Eco Whisper wind turbines for commercial and industrial customers. RESA’s product line includes the Eco Whisper 650 model, which generates 20kW with a commercial and industrial target, and the Eco Whisper 350 model, which is in the late development stage and generates 5kW with a residential target.

The Project

RESA engaged Fox Management Consulting (Fox MC) to research and develop an expansion plan for its small wind turbine product line. Fox MC conducted an extensive analysis of the small wind industry, key peer groups, environmental factors, market trends, and customers in both the U.S. and Italy.

Recommendations

Based on research, the Fox MC team concluded that the United States was a more favorable market to enter. In the strategic plan, the Fox MC team made a number of important recommendations:

- Target New York and Massachusetts as the first tier of entry states because they provide the highest return on investment to the customer due to legislative incentives for renewable energy.
- Contract with a manufacturer in Pennsylvania since the state represents the best opportunity to mass-produce the Eco Whisper turbines in a cost-effective manner.
- Develop relationships with key distributors who provide excellent customer service.

