

A Proposal for Conducting Foreign Market Research
For U.S. Solar Energy Technologies and Equipment
Project Objective

To provide foreign-marketing information that will guide and assist the U.S. solar energy equipment industry in developing its exports and to serve as a basis for planning a Commerce export promotion program for the industry.

Proposed Project--Foreign Market Research for the
U.S. Solar Energy Technologies Industry

It is proposed that a U.S. market research contractor, experienced in solar energy technology be selected through the competitive bidding system. It is recommended that the market research task be undertaken in two phases, as later described, for the following reasons:

1. The research task is market developmental in nature relating to new and advanced technologies for use in developing countries. To insure optimum informational and reporting results it would be illogical to complete the research in 20 to 25 countries without a review of the results in early stages. Also, the possibility should not be overlooked that negative conclusions may be reached. We would want to evaluate the research results early in the project to determine whether a modification in the approach is necessary.

2. The most reputable research and consulting firms in this country indicate a dearth of qualified researchers in this field. Therefore, implementing an effective simultaneous research effort in more than a few countries may be difficult. Conducting the research and releasing it in groupings of 5 to 8 countries would be a rate that most qualified research firms could meet.

Tentative Project Phasing

1. Develop market research specifications
2. Adverse and award market research contract
3. Monitor contractor's effort through the following stages:

Phase I

a. Contractor makes an in-depth, assessment of foreign competitive technologies and export activities (e.g. Japan, Germany).

b. Contractor conducts research in 6 tentatively selected country markets: Brazil, Egypt, India, Indonesia, Iran, and Saudi Arabia.

c. Phase I research is evaluated for responsiveness to U.S. industry's needs and to determine whether modification of approach should be made to provide most effective result.

Phase II

Contractor will continue research task in following groupings performed serially (tentative selections).

Israel, Kenya, Niger, Nigeria, Senegal, Sudan, Tanzania, and Turkey.

b. Colombia, Costa Rica, Ecuador, Guatamala, Mexico, Peru, and Venezuela.

c. Malasia, Pakistan, Phillippines, Taiwan, and Thailand.

4. Publication of the "Global Market Survey" will begin on the completion of Phase I and will continue incrementally as research reports are received in Phase II.