The organization selection for this assignment is Power One Renewable Energy, one of two business units that make up Power One, LLC. Power One is a global manufacturer of green products such as photovoltaic Inverter products, wind inverters, and electric vehicle charging systems. The company manufactures in the green products segment and has presence in North America, Europe, China as well. The company is the largest manufacturer of PV inverters in Europe and is well poised to lead the utility scale green energy revolution in NA with its host of innovative and world class products.

The strategy of the organization is to build on its proprietary technology and come up with world class, high quality green energy products in different segments such as the well-established solar and wind inverter segment as well as the electrical vehicle charging systems. The company relies on its strong R&D base and focus on core competencies related to quality, cost and efficiency. The company's culture is focused on developing technology based and innovation oriented products.

The company's mission is to develop advanced green technologies to address global energy and environmental issues and serve the society with its world class and innovative products.

The main source of competitive advantage of the organization is its proprietary technology in the power conversion technology applied to solar energy production. The company has successfully developed utility scale large inverters with highest KW production as well as wind inverters and electric car charging systems proprietary technology that provides significant competitive advantage to the firm.

The business opportunity for company's green energy products is immense due to the rising demand for sustainable and green products in various product segments across the world, be it automobiles running on green technology. The company's strong R&D and manufacturing coupled with successful technology positions the company as a pioneer in the space as well as creates a strong case for the company to exploit the growth opportunities in many countries.

As consumers are becoming increasingly aware about the benefits of using sustainable products and rising fuel prices are forcing governments and industries to focus on alternative energy sources and green products, the future prospects of the company looks extremely bright. This is the business opportunity along with the desire to expand solar activity. Most Solar market’s development can historically be attributed to federal and state policies that act as wins for a utility’s business, according to the Solar Electric Power association November 3, 2011. The solar revolution will allow the company to enhance the sales of its products in different markets across the globe with utility scale markets being the most lucrative.

http://www.renewableenergyworld.com/rea/news/article2011/11/emerging-utility-solar-business-models-creatingnewmarketopportunities.

Why Power One (2010), Retrieved May 20, 2014, from http://www.power-one.com/