



NUST Business School (NBS)

Business Project



Presented By: Muhammad Raza Majeed

Supervisor: Mr. Momin Durrani

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Abstract

Aim of this project was to analyse marketing activities of Pantera Energy and how the company has branded itself in last 1 year. Pantera Energy is a rising brand and with consistent marketing efforts since 2019 it has established itself as a major market player. Pakistan market is very diverse and there is a lot of scope in the energy sector. Pantera Energy provides 360 degree solutions and is one of the few companies with presence in all the sectors. It has seen 3x growth in human resources and revenue in last 2-3 years and has emerged as one of the leading brands in the energy market of Pakistan.

In this report I have highlighted the marketing efforts of the company. And how has these efforts translated into sales.

Problem Statement & Project Scope

Pantera Energy is a new company with one product offering i.e., Smart Solar System catering to the energy needs of residence and businesses. It is the start of the art, cutting edge technology with only one competitor in the local market, but even this company is new to the market right now and relatively unknown if compared with Pantera Energy. Advertising at this stage would provide Pantera Energy with the first mover advantage and grab most of the market share and this would make it very difficult for any other company to enter in the market. With pros, there are certain cons such as lack of awareness of solar system technology and its benefits creating a bottleneck for the marketing team to design a communication strategy in which they can target the mass audience with a simple and holistic message.

Solar energy has a bright potential to be the most efficient, and clean source of energy in the future. As a developing country, Pakistan is heavily dependent on energy to meet the energy requirements for both the industries' and the citizens need as these provide economic growth and the quality of life of the entire population. Researchers on solar power have long known the many benefits of harnessing this green, renewable energy source. There is voluminous content on solar on the internet and we often see solar energy being featured in print and television. We also see a substantial number of individuals and organizations around us adapting to solar and it is not to mention exciting but also a very motivating factor. We then consider becoming an end user and make our daily lives so much easier in this turmoil of load shedding and lowering electricity bills.

However, do we really understand what solar energy options are available in the market? Considering the new energy scenario, Pantera Energy possesses a huge potential to become the No.1 Solar Energy Company. The entire project was focused on the belief that the market needs a product like Pantera Energy Smart Energy System but before that, market education on the subject matter is required.

Project Scope:

Scope of the project was to execute the marketing strategy of Pantera Energy and analyze the results of executed campaigns.

Marketing strategies developed and designed for Pantera Energy had the following objectives

- Create brand visibility and recognition on mass level
- Lead generation to point of potential sales among target group.

Various activities were designed for the purpose of achieving the above mentioned target and following are the activities which were carried out.

- Digital marketing including paid and viral advertisement
- Media advertisement on the leading channels
- Radio advertisement
- Out of home advertising
- Merchandising

I carried out the portion of social media marketing and helped the company with finding suitable vendors for the OOH advertising.

Company Introduction

Company – Pantera Energy Private Limited

Pantera Energy was founded in 2014 with the aim to provide clean, reliable and affordable energy available to the developing world through energy innovation. As we all know, the developing world is suffering from severe energy poverty. With a rising demand for energy, it was necessary to come up with a long term and reliable solution, especially for urban inhabitants. Pantera Energy has holistically addressed these issues and have sourced a solar storage system from one of the top manufacturer in the world. The Smart Energy System consists of all necessary components to provide you with clean solar energy and energy storage, as well as intelligently utilize the grid. Moreover, the Smart Energy System comes with continuous support and monitoring, allowing it to have multiple features unmatched by even the most popular solar solutions worldwide. The intelligence behind the Smart Energy System makes it the most advanced solar and storage energy system in the global market.

Pantera Energy Mission:

To make clean energy universally available by building a distributed and intelligent solar and energy storage grid, managed via the Internet, across the world.

Pantera Energy Vision:

To make clean, reliable, and affordable energy available to the developing world through energy innovation.

Our Foot Print:

Pantera Energy has its footprint in all the three major cities of Pakistan i.e. Islamabad, Karachi & Lahore.

Product Overview:

Pantera Energy Smart Solar System is the next generation energy production, management and storage system. The Smart Solar system is fully integrated and complete with all the necessary

components including solar panels, solar and battery hybrid inverter, high energy lithium-ion packs and advanced energy and storage management software. Pantera Energy Smart Energy Solar Solutions are based on industry leading building blocks, fully integrated into coherent, complete and flexible power – with one single controller overlooking all energy sources, flow and storage. The entire installation is easily and efficiently monitored and controlled over the Internet by means of advanced, yet user friendly monitoring software, with relevant system data fed from the Smart Controller which at all times oversees critical parameters and general system performance.

System Components

The Pantera Energy Smart Energy System's uniquely advanced technology integrates energy from the electricity grid, the Sun and lithium-ion batteries to provide you with reliable, affordable and intelligently managed energy around the clock...So you never have to worry about the lights going out.

Smart Energy Inverter:

The Smart Energy Inverter combines a hybrid solar and battery inverter with SmartFlow, intelligent energy management software and the Smart Energy Console, a touch screen to give you complete energy infrastructure visibility and control. The smart energy Inverter are is cloud connected via built-in 3G/4G and Wifi internet connectivity. This allows the SmartFlow software embedded in the Smart energy inverter to continuously receive information about current and predicted grid tariff along with availability and solar energy patterns.

One unit of Smart Energy Inverter ranges in power output from 5 to 500 kW. Multiple Smart Energy Inverters can be connected in parallel to increase the total power output of a Solar System. The parallel systems remain part of a single virtual Smart Energy Inverter, controlled by one Smart Energy console while providing visibility over the entire bank of Inverters. In each parallel configuration there is one master that controls the Smart Energy Console and multiple slave inverters that provide additional unit power.

Energy Storage:

The Energy Storage unit is a highly compact and energy dense lithium-ion battery pack. It is complete with a Battery Management System and intelligent energy storage management software. This component can store 3-4 times the energy in the same physical space requirements and last longer as compared to dry or wet lead-acid batteries, commonly used across Pakistan and the developing world.

These batteries are compact and elegant which can be wall mounted where there is open wall space, rather than acquiring a large portion of a room for a large and bulky battery bank. This solar storage system is modular so you can connect multiple battery packs to provide you with the correct storage capacity.

Network Operations Center (NOC):

The Network Operations Center (NOC) is a central component of the Pantera Energy Smart Solar System. Smart Solar system are monitored 24/7 by our NOC engineers. The NOC has access to all power, health and fault information sent by your Smart Solar System.

In case any fault arises in your Smart Solar System, the NOC will be notified immediately to perform remote diagnostics and fix the issue. NOC personnel can also dispatch technicians to provide on-site services, if needed.

Competitors Analysis:

Considering renewable energy sector is underdeveloped and there are a few companies in the market which provide solar system. All these companies have one thing in common that they import all the integral components from China or Germany and work as an integrators in the local market. They have a wide variety of inverters with different price range. Pantera Energy is the only product oriented company which has developed a Smart Solar System, a state of the art product to manage all the energy needs. It is coupled with Artificial Intelligence based software that automatically control and manages the energy inputs.

Here are 3 very simple differentiations points (PoD) to explain the economic and overall advantage of Pantera Energy solution, and why the seemingly cheaper solutions are actually the more expensive ones very quickly.

- Pantera Energy lithium ion battery is warrantied for 4 years, actual life closer to 10 years. The competition's batteries are warrantied for 1 year and will not last longer than 18 months. Soon as you replace their battery even once the competition's solution becomes more expensive. This alone makes the capex of our system less than the others.
- SmartFlow energy intelligence software built in. This saves them money on their monthly bills for the life of the system. AI software in cloud understands solar, load and grid tariffs and patterns. Solar energy stored during the daytime is discharged in the evening when home loads are high and evening time tariff rates are nearly double the day time rates. Net metering benefit is limited to low tariff rates, while self-consuming stored solar energy benefit is at high tariff rates. Battery is charged by free solar and then by the low tariff grid. Battery intelligently avoids high tariff grid charging. All this adds to more monthly savings through the life of the system, which is in decades. Clear winner also in terms of ongoing opex.
- While the above two already make Pantera Energy system cheaper in both CAPEX and OPEX terms, the Pantera Energy system is cloud connected and monitored 24x7 by a technical team in the NOC. And the NOC can perform remote diagnostics and remote repairs. And customer also gets an app and smart console to easily view the system and its performance. The technology to do all of this is built into the system. The warranty on the whole system lasts a record 4 years, which should also give them peace of mind.
- Top Competitors of Pantera Energy are:
 - Sky Electric PVT Ltd
 - Zenergy
 - Zero Carbon

SWOT Analysis:

The following section conducts a SWOT analysis for Pantera Energy.

Strengths

- Energy cost locked for the next 25 years as the electricity rate changes very often and once the system is installed it will keep generating electricity for years to come.
- Already captured market of suburbs and main cities

- Trend towards switching to solar is increasing overall so a lot of people have put on Pantera Energy's System as a result.
- With sales team strength of over 100 people nationwide, Pantera Energy has aggressively chased the customers and has achieved 400% year on year growth.
- With the boom in industry demand Pantera Energy with its experience and portfolio has become a strong competitor in the industry.

Weaknesses

- Solar category does not exist and developing a category is a heavy investment task
- Pantera Energy's product is unique and marketing education is next to none about the product.
- The overall sale revenue is quite high but product margins are low so the company is still struggling.

Opportunities

- Since the company has experience and is one of the pioneers in renewable market of Pakistan so this needs to be encashed.
- Current product offering is only targeting the upper class; market needs a low cost smaller solution (3kW or less).

Threats

- Competitors leveraging Pantera Energy's marketing efforts.
- Rising dollar price affecting the imports and overall cost of the system; with already thin product margins this will affect the system price and thus sales.

Market Research

In order to target the product to the right audience and grasp the market share, market research is important prior to developing the marketing strategy. It includes analyzing the strengths of the product and potential opportunities in the market in certain areas of business.

This practice allows a company to discover the target market and record opinions and other inputs from consumers regarding interest in the product.

Here I intend to begin with market research that includes the demand, measures to buy and buying behavior and market related dynamics with reference to product feasibility and usage.

Target Market

A target market is the market a company wants to sell its products and services to, and it includes a targeted set of customers towards whom it directs its marketing efforts. Identifying the target market is an essential step in the development of a marketing plan. A target market can be separated from the market as a whole by geography, buying power, demographics and psychographics. The target market is a central focus within a marketing plan that determines other essential factors for the product, such as distribution, price and promotion efforts. Considering it's a non-existent category, and being the biggest player and first entrant, our task was to develop the category and take the functional and emotional leadership. Our primary target group is between 45-60+ year old men, SEC A+ and most importantly homeowners, CEOs, CFOs, Admin heads with Pan Pakistan. If we were to develop a Bullseye target, then it's a 55 year old men, SEC A+ who is in the process of building a home or expanding a business.

When we analyzed our group of existing customers, one thing was common amongst all of them. Our target group is looking for much more than affordability, they are looking for an independent system that can help them not only get rid of electricity bills but also provides unmatched 24/7 after sales support.

Market Positioning

- What is our customer segmentation: Consumer segment (Residential, B2B/LC/ B2G, Retail).
- What is target market: consumers with deep pocket size, large corporate, enterprise and government sector & individuals.
- What is our promise to target customer: To provide you the most intelligent and smart solar energy solutions with 24/7 customer support.
- What are our reasons to believe in pursuit of catering our customer needs: We believe that we are only one of our kind solar energy solution provider in Pakistan which places us above the average league of competition that exists

Positioning Statement:

“If you are a residential customer or own a medium/ large business, your electricity worries will be taken care by Pantera Energy who provides solar, grid & battery solutions to reduce your electricity cost with reliability and ease, unlike other solar companies, Pantera Energy provides the most intelligent and efficient solution along with 24/7 remote support services enabling you to produce green energy for a green planet”

Marketing Strategies

Marketing strategies are the summation of all those activities which are intended for achieving an organization’s marketing goals. Marketing strategies are the game plan which the firm adheres to in order to surpass the competitors or to accomplish the desired activates of the firm. Marketing strategies establish the kind of actions an organization will be engaged in the vicinity of marketing field and the objectives for each of such behaviors (S.Sri Ranjini&S.Sangeetha – Madwell Journals, 2016). Because one aspect of a marketing plan affects all of the others, coordinating these activities is critical to eliminating interference and maximizing your profits. A marketing strategy looks at all of the areas of organization’s selling activities and helps each one support the next, making sure all the departments are aware of

what each is doing. Understanding how to create an integrated marketing strategy helps in making better individual decisions regarding specific marketing tactics.

Promotional and marketing strategies help an organization utilize the skills of its employees and stakeholders and can help develop creative approach to sales and customer service. Marketing strategies also assist its business in understanding and connecting with clients and customers. If marketing plan is loosely structured, you might not have much success at targeting products to the "right" demographics. Having a solid and well-thought-out marketing plan can help identify gaps in the marketplace and provide feasible solutions for clients.

Objectives of Marketing Strategies

Marketing strategies developed and designed for Pantera Energy had the following objectives

- Create brand visibility and recognition on mass level
- Lead generation to point of potential sales among target group

In order to create brand visibility and top of the mind recall, best possible strategy was to develop ATL and BTL campaigns. Following are the activities:

- Digital marketing including paid and viral advertisement
- Out of home advertising
- Merchandising

Merchandising

Merchandising as one element of sales promotions may be described as “Activities intended to ensure that products are easily available and prominently and attractively displayed at point of sale”(David Pickton and Amanda Broderick – Integrated Marketing Communications, p 639). Merchandising is another way to promote Pantera Energy name and products to enhance its presence in consumer’s mind.

Merchandise Items are not limited to calendars, diaries, official branded stationary, all forms of clothing items, nameplates and cups. These are giveaways for walk in customers at any experience center:

- Merchandising will help in improvement in sale of existing products and also helps in building buyer-seller relationship more strong

Internet & Social Media Marketing

Social media are promotion tools used for audience engagement and content generation. When used by marketers these tools facilitate consumer empowerment. For the first time, consumers are able to speak directly to other consumers, the company, and Web communities. Social media include blogs (online journals), microblogs (Twitter), podcasting (online audio shows), vodcasts (online videos and newscasts, especially on YouTube), and social networks such as Facebook. Initially, these tools were used primarily by individuals for self-expression. But soon, businesses saw that these tools could be used to engage with consumers as well. Indeed, social media have become a “layer” in promotional strategy. Social media are ubiquitous—it just depends on how deep that layer goes for each brand. (Charles W. Lamb, Joseph F. Hair, Jr. and Carl McDaniel MKTG7, p 256)

Social Media campaigns for Pantera Energy: uploading static posts, videos and other brand pointers.

Sr. NO	Digital Medium	Location	Position
1	Youtube	Instream	Instream video
2	Facebook	Posts+Video	Facebook+Instagram+Audience Network

Facebook, Instagram and YouTube:

Facebook pages are the best source of promoting one’s product at social media. No other solar company is actively sharing content on the Facebook. Pantera Energy should share the posts, videos with content to create awareness about solar.

It will get Pantera Energy not only new leads but also create a buzz about solar industry. This medium of marketing shall be very effective for company. Depending on the budget, it can create notable impressions. It also guarantee link clicks from 200 to 1,200 a day (Facebook Ads Manager).

It was only a matter of time before Internet advertisers began using online formats that were more dynamic than banners in their use of motion, sights, and sounds. Online video ads are audiovisual ads that range in length from 8 seconds to several minutes. YouTube is a popular platform to advertise Food Processor. 5-10 second video Ad before or between the viewer's desired video shall help Pantera Energy advertise its product and show its presence. Such video ads usually doesn't bother the viewer as the duration is very short. Using YouTube for marketing shall have long term impact on sales of solar industry depending upon the synergy and consistency of advertisement as YouTube is one of the most popular site and viewed in millions a day.

Following were post campaign results and budgets are attached in a separate sheet.

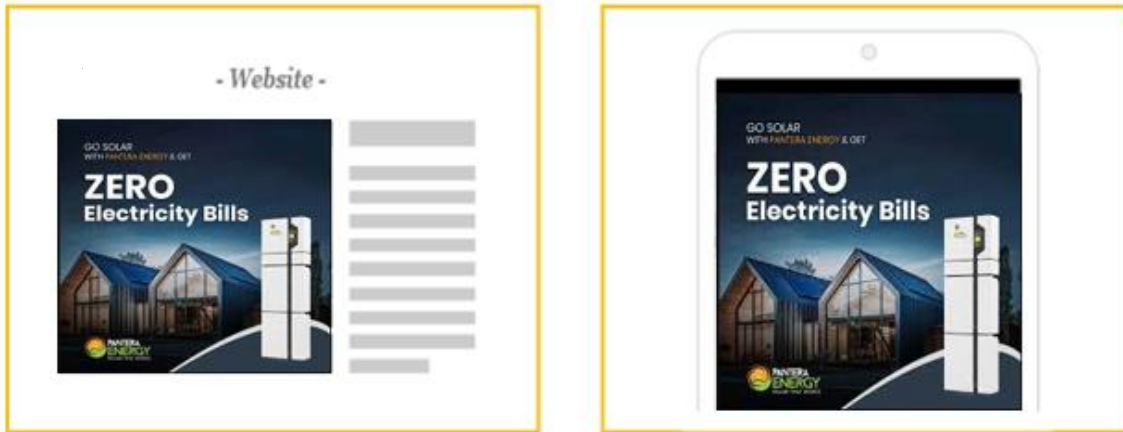


• **Top liners**

- ✓ Campaign raised **20,513,162** impressions in total.
- ✓ Total of **127,723** times campaign was clicked.
- ✓ Average CTR was **0.57%** on YouTube Campaign.
- ✓ Where as the CTR was **0.64%** on Facebook.

Google Display Network

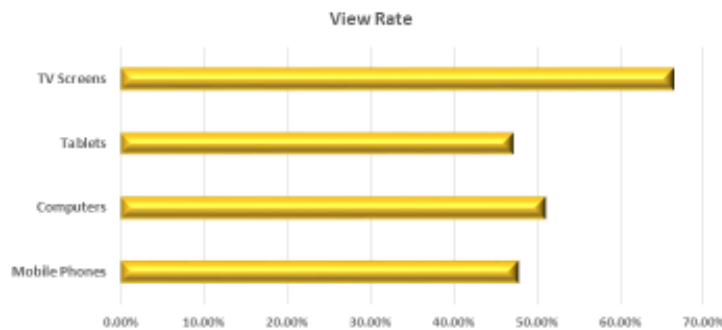
Business



Name	Views	View Rate	Avg. CPV	Cost	Impressions
Pantera Energy	401,194	56.51%	US\$0.001	US\$749.16	709,917

Google Display Network

Cross Screen Video Device Breakdown



Device	Impressions	Views	View Rate	Cost
Mobile Phones	4,053,657	1,942,207	47.91%	\$4,138.00
Computers	1,058,602	540,961	51.10%	\$1,005.10
Tablets	310,984	146,899	47.24%	\$301.31
TV Screens	179,305	119,352	66.56%	\$215.16

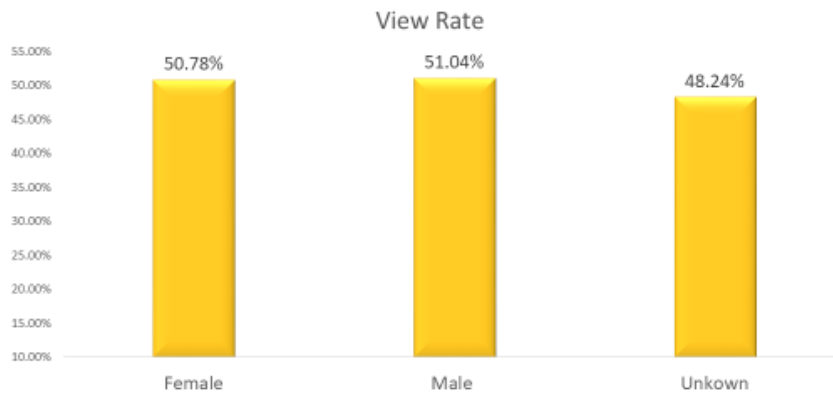
Google Display Network

Top 5 Audiences

Audience	Type	Views	Avg. CPV	Impr.	View Rate	Cost
Media & Entertainment	Affinity audience	1,101,169	\$0.0020	2,144,065	51.36%	US\$2,234.96
Consumer Electronics	In-Market Audience	204,370	\$0.0021	421,755	48.46%	US\$446.05
Technology	Affinity Audience	76,543	\$0.0021	188,942	40.51%	US\$178.67
Air Travel	In-market audience	67,067	\$0.0021	188,942	40.51	US\$178.67
Business Technology	In-market audience	30,758	\$0.0021	58,661	52.43%	US\$66.70

Google Display Network

Demographics



Facebook & Instagram

Top 5 Performing Cities

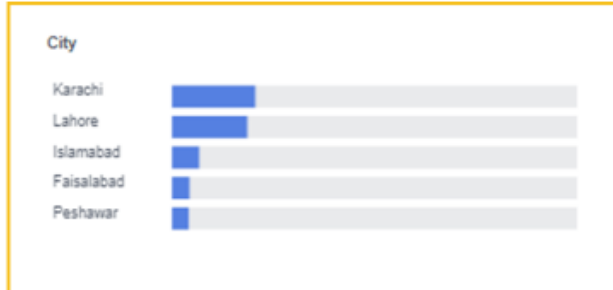
20.6% of the people are from Karachi

18.6% of the people are from Lahore

6.71% of the people are from Islamabad

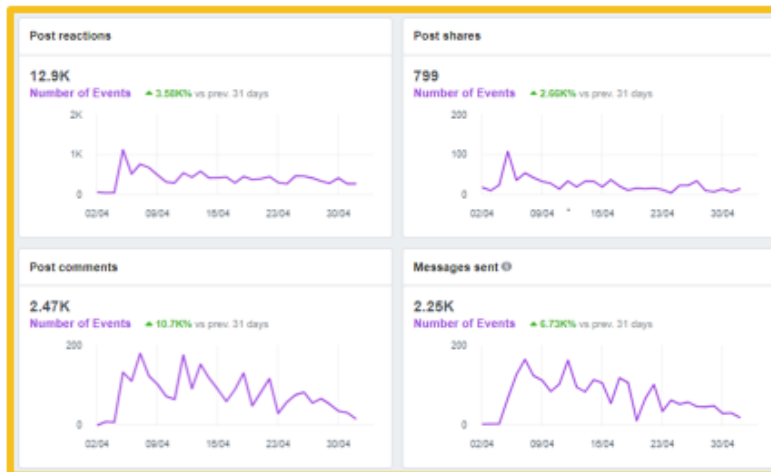
4.31% of the people are from Faisalabad

4.13% of the people are from Peshawar



Facebook & Instagram

Page Metrics



Google AdWords:

Google AdWords is very effective and intelligent marketing form of current era. People use keywords to search their desired product and services. Keywords chosen by marketer if matches with the keywords of customer's search, then marketer's ad will start appearing next to that Google search result. This is the one area in which Pantera Energy needs improvement even after the successful ATL campaign.

Limitations

Sample profiling:

Using purely Pantera Energy customers for the questionnaire was extremely limiting. This resulted in a data that seemed a little biased.

Data Collection Process:

Sample of the researcher might have influenced the survey. This was found out later on when the same questionnaire was handed over to a technical support engineer and the customer was guided about the question. The response changed when the customer was briefed about the question.

Access to literature:

Considering it's a new technology and the product is fairly unique the access to relevant literature was difficult.

Other limitations:

Budget allocation is based on approximate numbers and I am not at liberty to disclose the actual figures of the campaign budget.

Conclusion

Pantera Energy is an emerging brand in the field of renewable energy and the vision of company is to make it the premier brand of Energy Storage market. Pantera Energy has recently carried out a marketing campaign of PKR 10 million which covered ATL, BTL and endorsement activities as well. To stand out of the crowd Pantera Energy regularly takes part in educational fairs, educational expos and it has now started taking part in industrial expos as well.

Ever since its launch in February 2014, Pantera Energy has sold more than 1000 systems to various residential, commercial and industrial users and have injected more than 20000MWh energy in the national grid. It has not only given the people a quality product to opt for but has also provided them peace of mind and significant reduction in energy bills.

Through its value added services it has given its user community a sense of relief and dependency. Now they know that if they have an outage at midnight, someone will be there to fix the issue. With the top notch facilities and cutting edge technology Pantera Energy has given the Pakistani user community something to trust.

Marketing campaign of Pantera Energy was focused on customer education and brand establishment. They achieved this target via influx in sales and now the customer is aware what they want and what are the pre-requisites of a good energy storage systems. With new players entering the market it was the right time to establish itself as the top brand and Pantera Energy managed to do that very convincingly.

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