



JA SOLAR

COMPANY ANALYSIS [JA SOLAR]

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

JA Solar was founded on May 2005 and was publicly listed on February 2007. They have been a world's leader in solar cell production and shipments. The solar panel is a kind of renewable energy everyone is chasing on the 20th century, in order to reduce the usage of non-renewable energy such as oil. The current solar panel is the newest technology which is N-type solar that is not affected by Light Induced Degradation (LID) and has higher efficiency rating due to factoring out LID over time. But over time, there are some stuff that can be improved such as microcracks on the cell, dust build-up on the panels, crack backsheet, and poor connection on solar string. All this can be fixed withing some physical improvement of the solar panel itself such as a drainage flow for water. As for the others, it can be provided within some regular checkups on the panel such as X-Ray test, and the usage of IR Camera while installing. The next thing is, it can also go through damp heat and thermal cycling reliability test before the solar panel is packed and distributed to the customers. As far as this company goes, it already penetrated the market but within all this improvement, it can widen their market and the value of the solar panel itself. The price might go up a little bit due to the improvement that is needed but compared a low price with a low quality of goods after installation, and a high quality with a decent price, I prefer the latter.

2.3 Product / Services

	JAM72S09-385/PR	JAM72S09-390/PR	JAM72S09-395/PR
Watts:	385	390	395
Efficiency:	19.3%	19.5%	19.8%
Dimensions:	78.27 x 39.57 x 1.57 Inches	78.27 x 39.57 x 1.57 Inches	78.27 x 39.57 x 1.57 Inches
Isc:	10.17 Amps	10.22 Amps	10.27 Amps
Voc:	49.04 Volts	49.35 Volts	49.64 Volts
Imp:	9.65 Amps	9.7 Amps	9.76 Amps
Vmp:	39.9 Volts	40.21 Volts	40.48 Volts
Cells:	72x Mono Cells	72x Mono Cells	72x Mono Cells

2.4 Business, marketing, operational strategy

2.4.1 Business

JA Solar is available in 135 countries and regions are used extensively in ground-mounted power plants, commercial & industrial rooftop PV systems and residential rooftop PV systems. With its advantages of continuous technological innovation, sound financial performance, and well-established global sales and service networks, JA Solar has been well received and highly recognized by clients from home and abroad. The company has been listed on Fortune China 500 and Global Top 500 New Energy Enterprises for several consecutive years. It started in China, and their first company expansion is in Japan, and after that it spread throughout the 135 countries including in Southeast Asia.

2.4.2 Marketing

In February 2007, JA Solar started to be listed on NASDAQ Exchange in United States. The Nasdaq Stock Market is an American stock exchange based in New York City. It is ranked second on the list of stock exchanges by market capitalization of shares traded, behind the New York Stock Exchange. This is the marketing that they used to make themselves known to every part of the country and expand their business. Global Project References is one of the things that has been done by this company in order to expand their business.