

Executive Summary

Brand awareness can be defined as the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services. It is important when launching new products and services as it drives consumers' decisions when differentiating between competing companies. It encourages repeat purchases and leads to an increase in market share and incremental sales.

Brand awareness is also very important to businesses that are marketing proactively through social media sites.

Microgrid- An integrated energy system consisting of interconnected loads and distributed energy resources which as an integrated system can be controlled as a single entity and operate in parallel with the grid or in an intentional islanded mode. Resilient Energy by Distributed Energy Resources for diversification from of grid power, Efficiency and optimization by Avoided costs through fuel switching (Solar PV, gas, biogas) and Green Energy by renewable energy integration that helps Utilities and Prosumers meet mandates, customer loyalty, employee satisfaction, and market leadership, Green Image are recognized as the primary advantages of Microgrid solutions.

In this report, we have given an overview of Microgrid solutions and performed a SWOT analysis for Schneider. SWOT stands for strengths, weaknesses, opportunities, and threats. This provides Schneider a good way to examine both positive and negative attributes with respect to their product with respect to the Canadian market. From the exhaustive research, we found out that Increase in demand for energy storage systems and reliable power supply, Providing end-to-end service (from planning to installation including after-sales maintenance are some of the biggest strengths of Schneider Electric

whereas, there is still a wide scope of improvement in the area of social media awareness and cost-benefit analysis. SWOT is discussed in detail in section 4.

To develop a marketing strategy, we studied the competitors currently leading the market for Microgrid Solutions in Canada, termed as 'Competitor Mapping'. The report includes details about ABB, Siemens, General Electric and S & C Electric Company. The competitor mapping covers various case studies, key products, selling points and target customers of the mentioned companies, which gives an idea about successful marketing strategies.