Starting and Growing a Solar Business

Step 1: Create a business idea based on local opportunity
- Learn about your customers
- Know local business rules
- Observe existing businesses

Step 2: Plan your business
- Create a business plan
  - What to do
  - How to do it
  - How much it will cost
- Find money to start your business

Step 3: Build relationships with local suppliers
- Find solar equipment suppliers
- Select the right suppliers
- Establish a long term relationship

Step 4: Promote your business
- Use printed brochures
- Host community meetings
- Give demonstrations
- Radio advertisements
- Word of mouth

Step 5: Finance your business
- Use microfinance or bank loans
- Borrow from friends and family
- Accept payments via mobile phone
- Pre-sell solar kits

Step 6: Grow your business
- Be unique
- Solve problems
- Present your story
- Follow up with customers
- Raise funds for growth

GROWTH

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