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Master's Project Review

Title of the project: Business, market and economic analysis for a photovoltaic company to enter Turkish market

Reviewer : **Assoc. Prof. Dr. Pavel Mach**

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Student : **Mert Özelci**

Affiliation : Czech Technical University in Prague, Faculty of Electrical Engineering, Department of Department of Economics, Management and Humanities, Czech Republic

The master's project presented by Mert Özelci is focused on a business plan for photovoltaic company to enter Turkish market. The topic of the project can be considered as current with respect to the continuously growing of volume of renewable energy in Europe, with respect to natural conditions for the construction of photovoltaic power plants in Turkey as well as with respect to conditions and the need for developing this market in Turkey.

The master's project has eight chapters followed by references and appendices. Formal adjustment of the thesis is excellent.

The author first discusses the basic characteristics of solar energy and photovoltaic. Then components of photovoltaic cells and modules are shortly described and this technical part is finished by description of types of photovoltaic systems.

Following part of the thesis is focused on conditions of electricity market, photovoltaic market and business conditions in Turkey. This part is finished by PEST analysis (environmental scanning) of Turkey.

A structure and application of a business plan is presented in the next chapter.

This part of the thesis is based on the cited literature. It should be noted that this task is fulfilled by the author very well. It should be appreciated that for processing of this part an extraordinary volume of the literature was used.



The focus of the work and the author's own contributions is chapter seven. There is described creation of a business plan of a company Solarity, which is aimed to penetrate to Turkish solar and photovoltaic market. The business plan is built step by step in accordance with the theoretical structure described in previous chapter. I can imagine that the presented business plan would be developed in greater depth in some parts. On the other hand this would work beyond the scope of the master's work.

I have following questions and comments to the master's thesis:

- *Fig. 2 does not correlate with Fig. 7. Explain the reason.*
- *Page 20: 50 MW solar resource produces 55 GWh electricity per year – how this value has been calculated?*
- *Explain a principle of unlicensed solar power plants in Turkey. Is it possible to form a „small private unlicensed grid“, e.g. among some near villages?*
- *Page 44: It is planed that the power of solar resources increases by 600 MW in Turkey in every of next nine years. The most of planed projects are going to be 1 MW. It means realization of 600 project every year?*
- *Why it is not possible to apply on Turkish market penetration pricing or skimming pricing?*
- *Salaries are usually not published in publicly accessible materials. The thesis should be exposed on the internet. I recommend deleting this information from the thesis before its exposition.*

Conclusions

Mert Özenci has demonstrated very good theoretical as well as technical skills to to solve complex economic and technical problems. He has shown his ability to work with the literature and to apply the information from the literature for solution of his master's work on the high level. He has fulfilled all required tasks of his master's project. His master's thesis has excellent editing and graphic design.

Therefore I recommend grading the master's project by

A (excellent)

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