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## CANADIAN SOLAR INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Canadian Solar Inc.

**Company Sector :** Solar Cells and Modules

**Operating Geography :** Canada, North America, Global

**About the Company :** Canadian Solar Inc. is a publicly-traded firm that produces solar PV modules and manages large-scale solar projects. The company is headquartered in Guelph, Ontario, Canada. In 2001, Canadian Solar was founded by Shawn Qu. The firm produces solar PV panels, assist with solar energy installation, and are involved in a variety of utility-scale power projects. Canadian Solar's global PV project business unit has been in service for over six years and specialises in project creation, system design, engineering, and financing for PV projects all over the world. Canadian Solar can also handle photovoltaic plant deployments ranging from a few hundred kilowatts to megawatts. Canadian Solar now has module manufacturing capacity in Canada, China, Brazil, and Southeast Asian nations, and has sold more than 38 GW of high-quality solar modules to customers in over 150 countries in the last 20 years. Furthermore, Canadian Solar has a 10 GWp utility-scale solar power project pipeline that is geographically diverse, with projects in the United States, Japan, Latin America, Australia, EMEA, South East Asia, India, and China. On April 12, 2021, the company announced that mass production of high-power, high-efficiency modules with outputs up to 665 W has begun. The new HiKu7 and BiHiKu7 mono facial and bifacial modules are based on 210 mm cells and are expected to provide one of the industry's lowest Levelized cost of electricity (LCOE) by lowering the balance of system (BOS) and other costs for solar power plants.

Canadian Solar Inc.'s Unique Selling Point or USP lies in it being both a leading manufacturer of solar PV modules and a provider of solar energy solutions with successful business subsidiaries in 20 countries & regions on 6 continents. Canadian Solar Inc.'s mission statement reads, "To foster sustainable development and to create a better and cleaner earth for future generations by bringing electricity powered by the sun to millions of people worldwide".

**Revenue :**

USD 3,476 million - FY ending 31st December 2020 (y-o-y growth 8.62%)

USD 3,200 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Canadian Solar Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.One of the largest solar energy solutions company in world</li> <li>2.Acquisition of Japan Green Infrastructure fund strengthens finance capabilities</li> <li>3.Strong R&amp;D capabilities continuously improve solar cell efficiency</li> <li>4.Mass production capabilities of high power and high efficiency panels</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependence on limited suppliers for rare earth metals</li> <li>2.High debt financial structure</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase in battery storage demand</li> <li>2.Solar electricity costs witnessed highest reduction in past decade</li> <li>3.Low penetration of solar energy in the market</li> </ul>	<ul style="list-style-type: none"> <li>1.Exchange rate fluctuations can decrease profits from operations</li> <li>2.Global trade impaired due to tariff and non-tariff barriers</li> <li>3.Highly competitive and evolving market</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Canadian Solar Inc. is given below:

Political	Economical
1.China pledging to become carbon neutral by 2060 2.Government subsidies drive demand	1.Low global oil and coal prices detrimental for renewable energy adoption 2.Reduced interest rates across the globe decrease finance costs
Social	Technological
1.Majority developed country population ready to pay higher for renewable energy 2.High social awareness generated through Greta Thunberg's campaigns	1. Solar panels with Perovskite are gaining popularity
Legal	Environmental
1.Chinese regulations to support renewable energy	1.Catastrophes related to climate change have amplified 2.Seasonal variations affect the demand and production of solar energy

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