Project

Business plan for electric vehicle charging stations



The trend toward electric vehicles and the demand for convenient electric vehicle charging offer attractive business opportunities for energy suppliers. EBP is currently working together with the client to develop a business plan for successful entry into the market.

The energy supplier is interested in taking advantage of opportunities associated with electric vehicles. Based on a market analysis, EBP and its client are identifying attractive business fields and market niches in the area of electric vehicle charging. To process these, we are developing a suitable marketing concept that encompasses, in particular, service design, site identification and pricing.
Moreover, EBP is working together with the client to arrange for the specific implementation and the necessary resources. With this as a basis, we will work together to pursue long-term financial planning and evaluate both economic feasibility and business risks. The results are to be compiled on behalf of the executive management in a business plan which will permit an assessment of the business case.

Client

National energy supplier

Facts

Period	2017
Project Country	Switzerland

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