

# Business Model

	Turnkey solution by WTG manufacturer	Developer based (other than WTG manufacturer)
Strength	<ul style="list-style-type: none"><li>• Complete control over project value chain</li></ul>	<ul style="list-style-type: none"><li>• Faster decision in case of land procurement, infrastructure creation, resource mobilization, etc. being a local entity</li></ul>
Weakness	<ul style="list-style-type: none"><li>• Singular control of WTG manufacturer, from an investor's perspective</li><li>• May have limitations from the point of competitive costing for large scale IPPs</li></ul>	<ul style="list-style-type: none"><li>• Limited control over complete project value chain</li><li>• Less experience of complete project execution in domestic market</li></ul>
Opportunity	<ul style="list-style-type: none"><li>• Small investors mostly rely on turnkey solution models</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to invite competitive WTG bids</li><li>• Great growth potential with large IPPs/utilities/PSUs entering the market</li></ul>
Threat	<ul style="list-style-type: none"><li>• Limited land holding may put constraint on growth</li></ul>	<ul style="list-style-type: none"><li>• Delay in project execution due to WTG supply delays</li><li>• Delay in project execution, O&amp;M due to lack of experienced manpower</li></ul>

**Source:** Indian Wind Energy