1. We import products in bulk directly from manufacturers thus bringing down purchasing, transport & handling costs. Solar Energy Group also has its own warehouses &  distribution centres.
2. All products & components are rigorously tested and rated, by our in-house technical & engineering teams, before large shipments are done. Experiments and field testing is also conducted on new product ranges and technologies to ensure reliability and long term operational standards. This ensures that only **quality** products reach consumers. We will not sell a product we do not have 100% confidence in.
3. A strong focus on planning, management, monitoring & maintenance. Solar Energy Group has over time developed a proprietary calculation model, based on a client's power consumption profile, which our team uses to plan and quote on power systems. Solar Energy Group also has a comparable model for calculating the solar water pump & solar panel requirements of a client.

The interest of Solar Energy Groups board in solar and renewable energy stems from a realisation that human kind is busy exhausting all the finite resources (like coal, oil and other non-renewable, carbon based energy sources) just to meet their basic needs and that perpetuating this situation is unsustainable and will ultimately lead to a total loss of habitat, animal and human life. This is a price that generations to come will have to pay for the current generation's mistakes and carelessness. To help counter this Solar Energy Group has set itself the mission of playing a mayor part in making Solar and Renewable Energy accessible and affordable to the general public.

The company was started by industry engineerial veterans that between them have nearly 30 years of Renewable and Solar Energy experience to fall back on. The directors have been in the industry from its early inception to its present demand phase & have grown their knowledge and acumen in lock step with technological and technical developments in this exciting and growing field.

Most marketing & sales are done on a direct business to business (**B2B**) basis/motto with an emphasis on very strong and mutually beneficial relationships between Solar Energy Group & its clients/re-presentatives. Relationship marketing is preferred in lue of print adverts and the like due to the belief that word of mouth sales are still the most efficient and long term beneficial way of gaining and retaining clients and suppliers.

Apart from our wholesale & retail/related client base, our main clients are e.g. farmers, smallholders, home owners and businesses/commercials etc!