

Solar Z© Market Analysis (Research & Development)

Market Size & Sales Forecasting analysis Summary

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Market Size: Using U.S. Census Data Housing Statistics (Year 2009)

All U.S.:	Total Housing Units in the U.S.	130.1 Million Units
All U.S.:	Single Detached & Mobil Homes	91.2 million Units
Pacific South West U.S. (7 States):	Single Detached & Mobil Homes	22.2 million Units

Solar Z Reduction Factors (not work, not want, Not Adapt, etc.) **65% less Housing Units available**

35% Available Solar Z Housing Unit Market (Estimate):

All U.S.:	Solar Z Single Detached & Mobil Homes	31.9 million Units
Pacific South West U.S.:	Solar Z Single Detached & Mobil Homes	7.8 million Units

Solar Z Unit Pricing:

Sales Price:	\$1,500	
Materials Cost:	\$700	46.7%
Mfg Cost:	\$500	33.3%
Distribution Cost:	\$100	6.7%
Gross Profit:	\$200	13.3%

Solar Z© Market Size: (Projected)

Solar Z Single Detached & Mobil Homes All U.S. :	\$6.4 billion
Solar Z Pacific South West U.S. (7 States) :	\$1.6 billion

Sales Forecasting: Using U.S. Cooking Appliance Annual Shipments, Data from AHAM (Association of Home Appliance Manufactures)

Units shipped yr 2015:

<i>Electric:</i>	<i>Ranges / Ovens / Surface Cooking Units</i>
<i>Gas:</i>	<i>Ranges / Ovens / Surface Cooking Units</i>
<i>Microwave Ovens:</i>	<i>All</i>

Total Cooking Units Shipped Yr U.S.:	15.4 million Units
10% of Total Cooking units shipped per yr:	1.54 million Units
5% of Total Cooking units shipped per yr:	0.773 million Units
1% of Total Cooking units shipped per yr:	154,710 Units

Solar Z Unit Pricing:

Sales Gross Profit:	\$200	13.3%
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Percent (%) of Total Cooking Units shipped Yr	Solar Z Unit Gross Profit	No. Units Sold	Gross Profit / Yr Solar Z Sales
10%	\$200	1,547,100	\$309,420,000
5%	\$200	773,550	\$154,710,000
1%	\$200	154,710	\$30,942,000

NOTE:

- 1.) Above figures DO NOT reflect or include any "Apartment Building" or multi-family apartment living.
- 2.) Above figures DO NOT reflect or include any "Multi-story" applications of the Solar Z© (Potential)