The Solar Opportunity

Group Solar Survey Responses

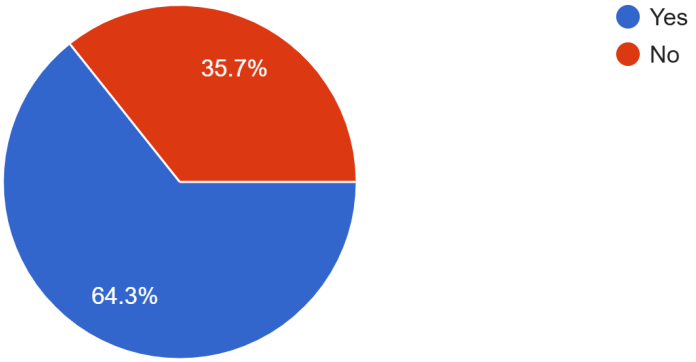
June 2025



MASTERCRAFT ELECTRICAL

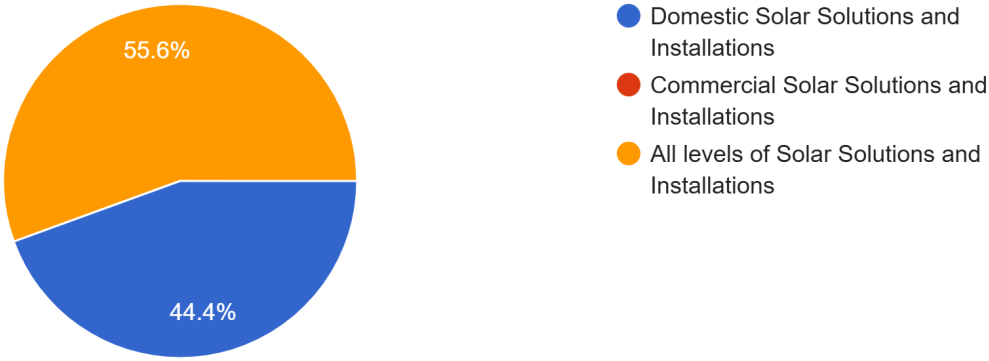
Does your business currently promote Solar Solutions?

14 responses



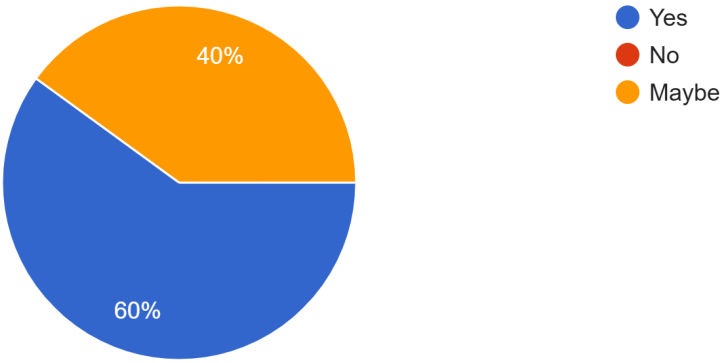
If Yes, What market sectors do you service?

9 responses

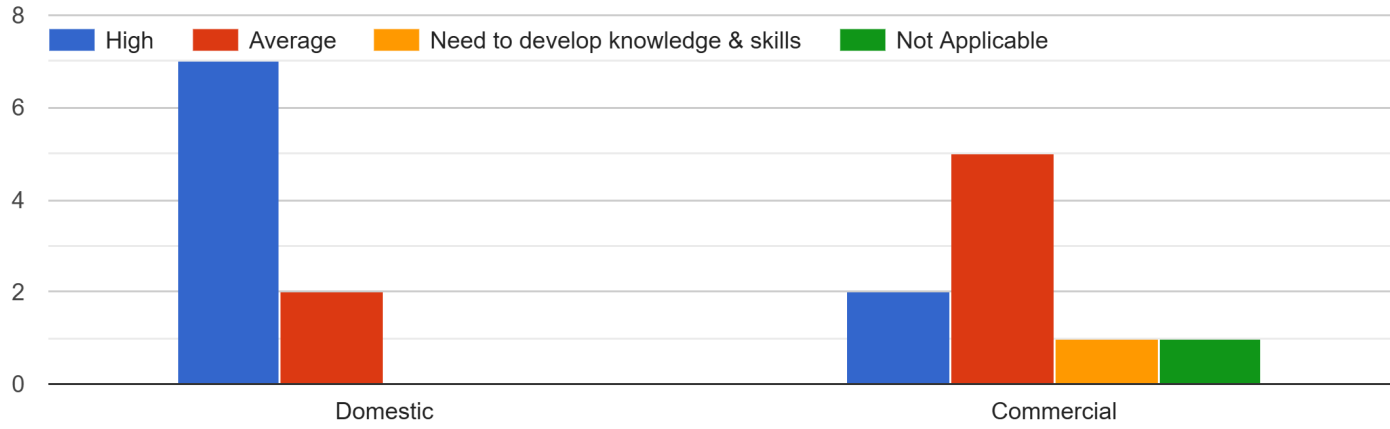


If No, are Solar Solutions and related services a market you would like to see your business expand into?

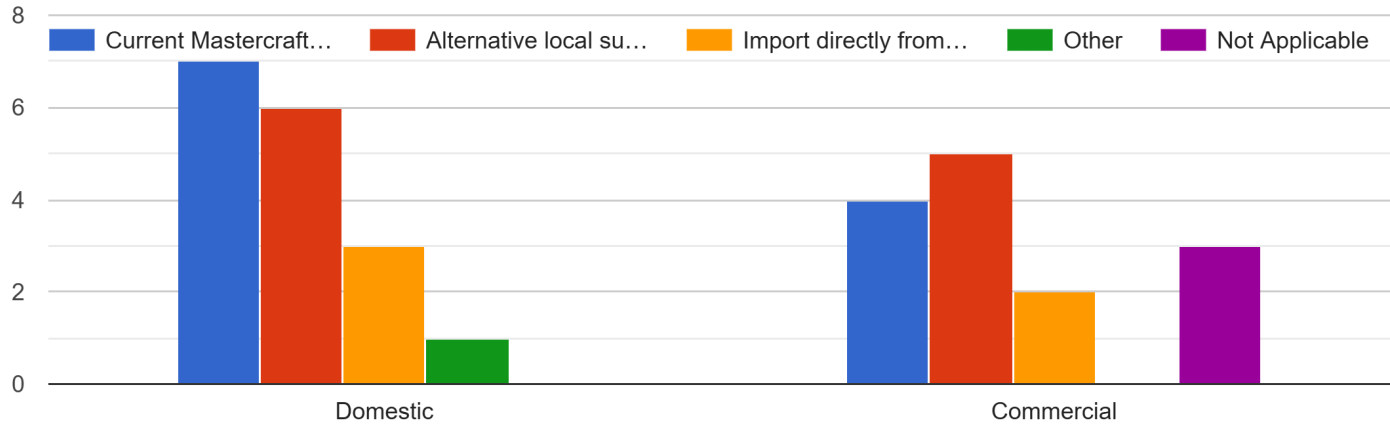
5 responses



How would you describe the expertise and experience within your business?

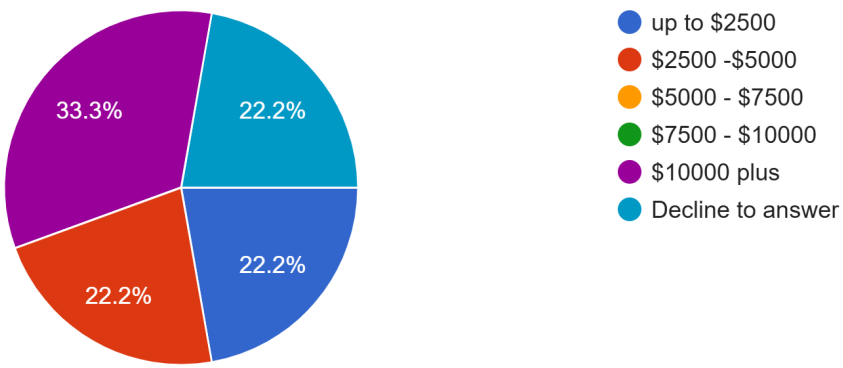


Where do you currently source your Solar supplies from?



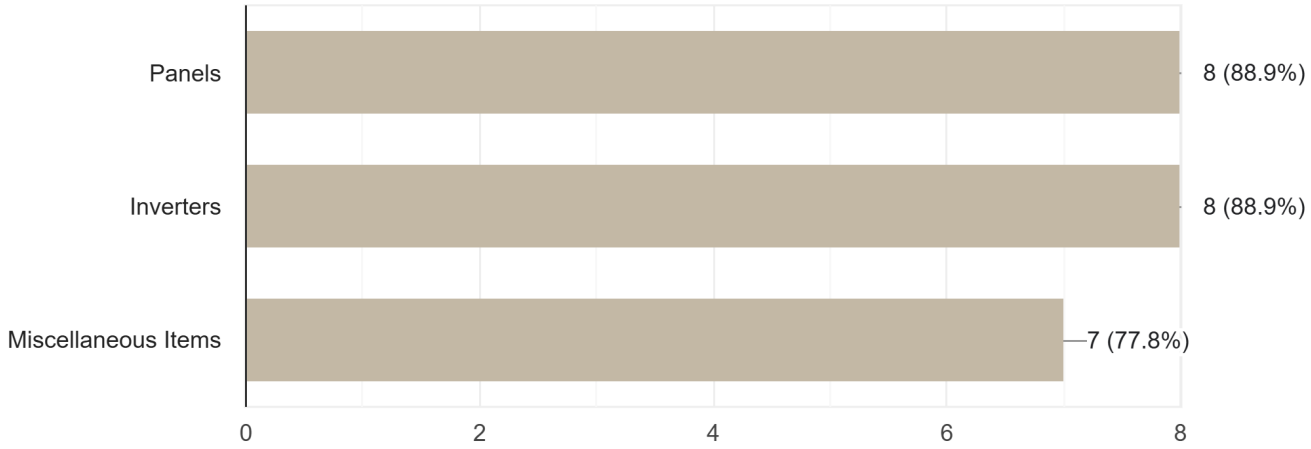
Are you able to share an indicative monthly spend on the purchase of solar products?

9 responses



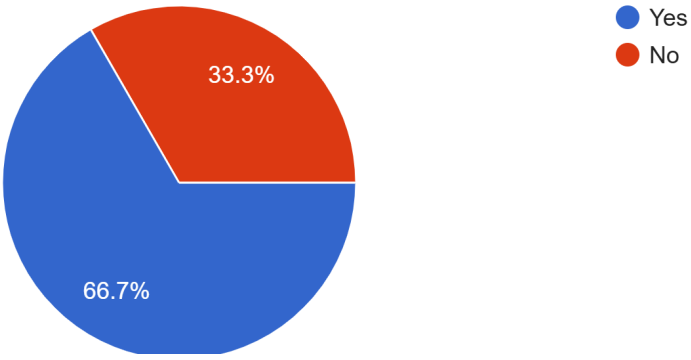
What are the key products you procure on a regular basis (monthly)?

9 responses



Do solar projects provide you with opportunity to secure higher gross margins as compared to other electrical work?

9 responses



Can you indicate the gross margin range you achieve on solar projects?

8 responses

yes and no to the last question -

Variable on size but 20% minimum

50%

Domestic is a race to the bottom, large commercial has good margin, grid scale has the better margins

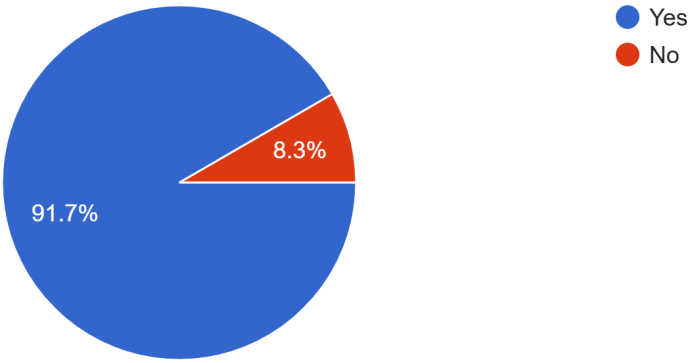
30-35%

approx 25%

27%

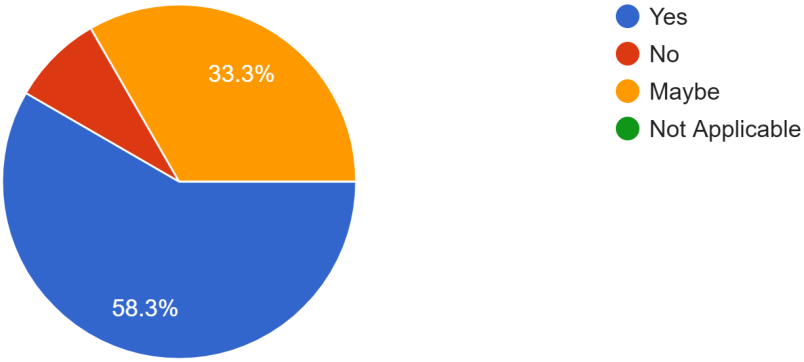
Are you aware of the introduction of new certification levels for solar installations?

12 responses



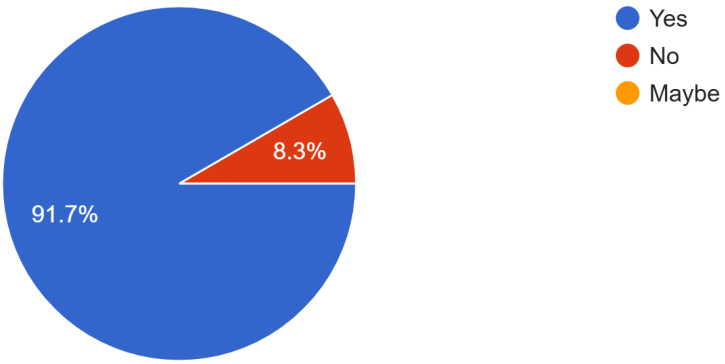
Do you have experience within your business to meet the new certification levels through the grandfathering process?

12 responses



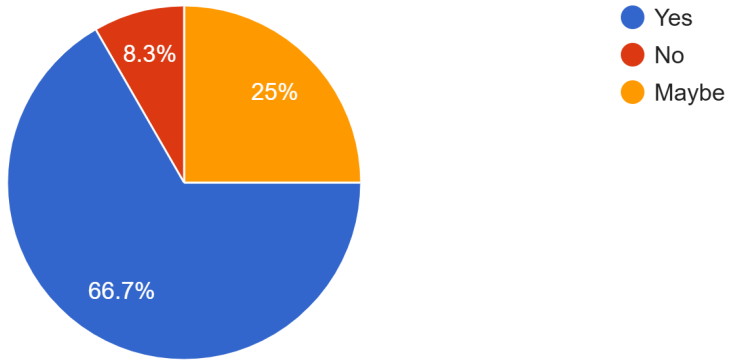
Are you prepared to up skill your team to meet the new certification requirements?

12 responses



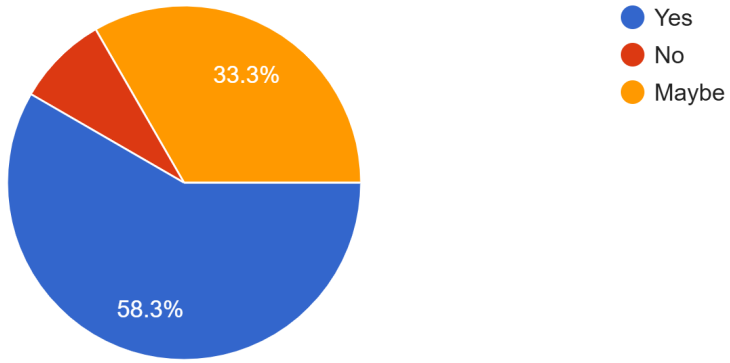
If it was possible for Mastercraft to coordinate a specific group training program would you support this and utilise the opportunity to up skill your team?

12 responses



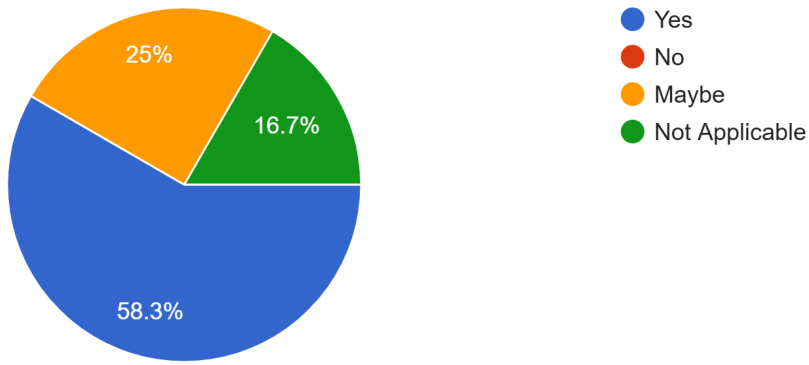
Do you see opportunity if the group introduced Mastercraft Solar Solutions as a brand that you could utilise this to introduce profile into your bus...olar technology solutions and installation services?

12 responses



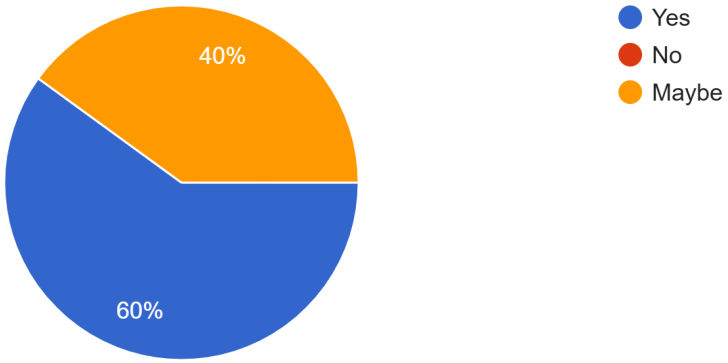
If you have experience in the importation of solar technologies directly do you believe there is opportunity to streamline the products being import...ower and offer further benefit to the wider group?

12 responses



If No, are Solar Solutions and related services a market you would like to see your business expand into?

5 responses



Please provide any further comments or thoughts.

6 responses

Only want to deal in quality product. To many examples of cheap product failing in the solar industry. Would want a focus on good invertors and panels

If you are doing domestic solar, use the referrals and the owner to sell, not a salesman (while you grasp the concept). Customers will buy off you if you are more expensive and know they are dealing with the business owner for domestic. Commercial if you have not done it, you need to know the issues that could potentially close your company, be warned. Involve someone who knows the issues

Great that this is being looked into

Hi,
Our experience is low, we have installed approx 8 off grid systems supplied by Solar king in Auckland , they have sold these systems to clients and we have installed them for the customer.

Good Survey Lads

We have been installing solar mostly domestic for close around 15 years. A lot for other companies but have records of over 200 installs in taranaki

Opportunities
Introduce Mastercraft Solar Solutions (or alternative name)for use across the Licensee network •Strengthens the Mastercraft Brand and offering •Allows for introduction of new suppliers and supply agreements into this specific market space. •Adds further value to a Licensee's business
In conjunction with industry training organisations and suppliers **upskill Licensees** within the Mastercraft Group to grow business opportunities and take advantage of current revenue and margin opportunities.
Leverage existing experience and knowledge within the group wherever possible.
Investigate Supply Chain opportunities to benefit the wider group and ensure Mastercraft Licensee's offer a highly competitive solution in this market space.
Be aligned with industry associations (i.e SEANZ) and leverage these relationships to ensure Mastercraft is well informed and placed to be seen as a reputable solution provider.