



1. PRODUCT

Or in this case *program* includes program attributes, features and options.



2. PLACE

In this case refers to the place of the physical renewable energy system. In the classic definition, place can also refer to distribution channels, but as a service that is less relevant in our discussion of community solar.



3. PRICE

Includes the cost to the customer along with the terms and conditions.



4. PROMOTION

All the activities in the market that encourage people to sign up for the program.