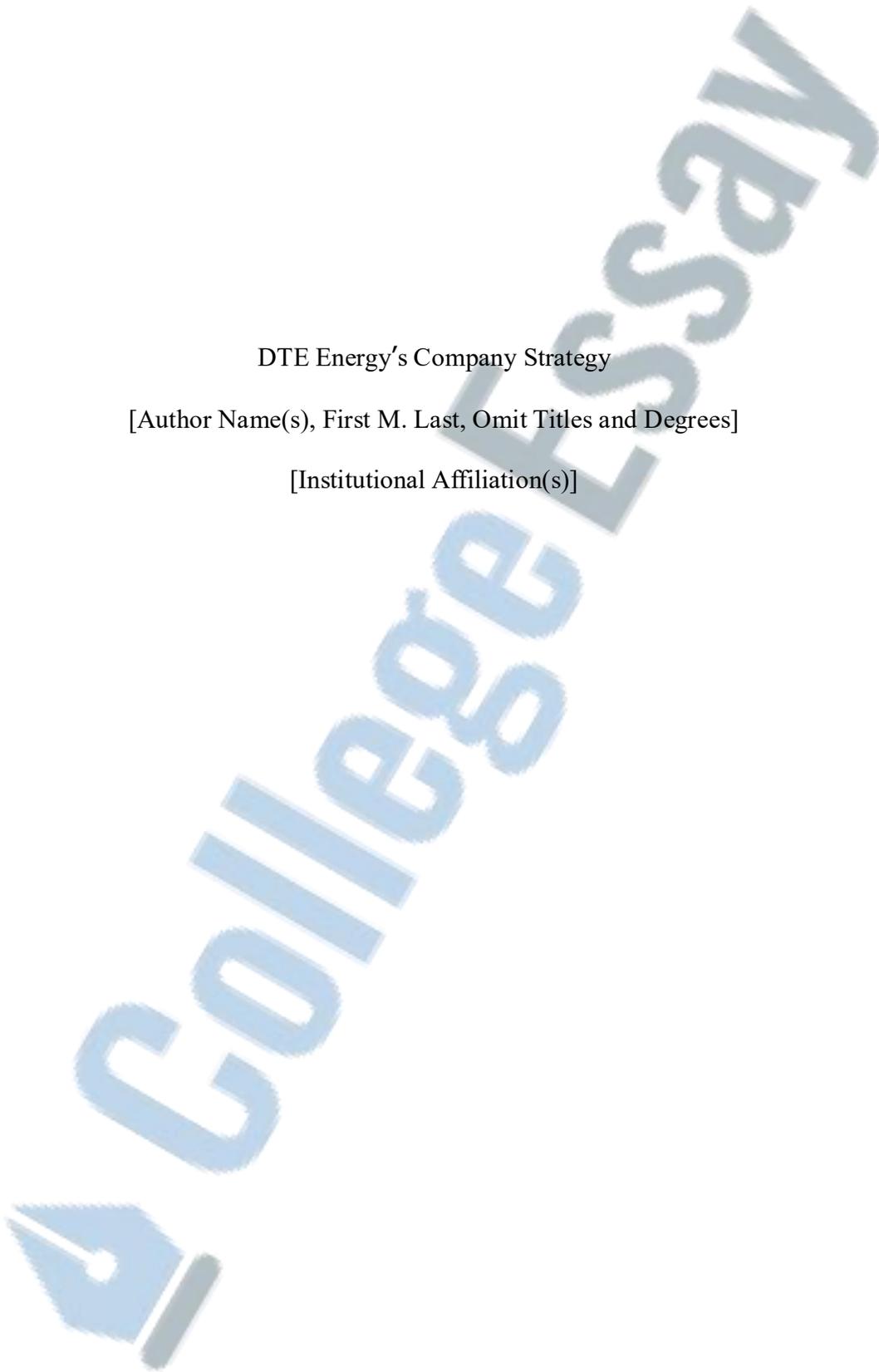


DTE Energy's Company Strategy

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[Institutional Affiliation(s)]



DTE Energy's Company Strategy

DTE Energy's strategy focuses on energy efficiency, renewable energy, and sustainability. The company's goal is to reduce carbon emissions and create cleaner energy sources for the environment. They are investing in modernizing their electrical grid systems, expanding natural gas infrastructure, diversifying the mix of energy sources they use, and investing in new clean energy technologies such as solar and wind power. Furthermore, by 2050, DTE plans to reach net zero greenhouse gas emissions (DTE, 2023). DTE Energy has made great strides in its plan to become a cleaner energy source and reduce its carbon emissions.

Overall, the strategy appears effective in helping DTE meet its goals of reducing carbon emissions while providing reliable, affordable, and sustainable electricity services to customers. Moreover, DTE's goal of net zero greenhouse gas emissions is ambitious but achievable with a continued commitment to investing in renewable energy sources. However, to further improve the effectiveness of this strategy, DTE could consider increasing its investment in renewable energy sources. This could include partnering with local communities or companies to develop green projects such as solar farms or wind turbines (Qazi et al., 2019). DTE can also include more consumer incentives for using renewable energy sources, including solar or wind power. Additionally, the company could explore innovative technologies to improve energy efficiency and reduce costs (Dudin et al., 2019). This could include smart home technology that helps customers manage electricity use or blockchain-based systems to track energy flows better.

By continuing to focus on clean energy and sustainability initiatives, DTE Energy can remain a leader in providing reliable and affordable electricity services while simultaneously reducing its carbon footprint. Finally, DTE should also focus on developing education programs

that raise consumers' awareness of the importance of renewable energy. This could help make clean energy sources even more accessible for Michiganders in the future.



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