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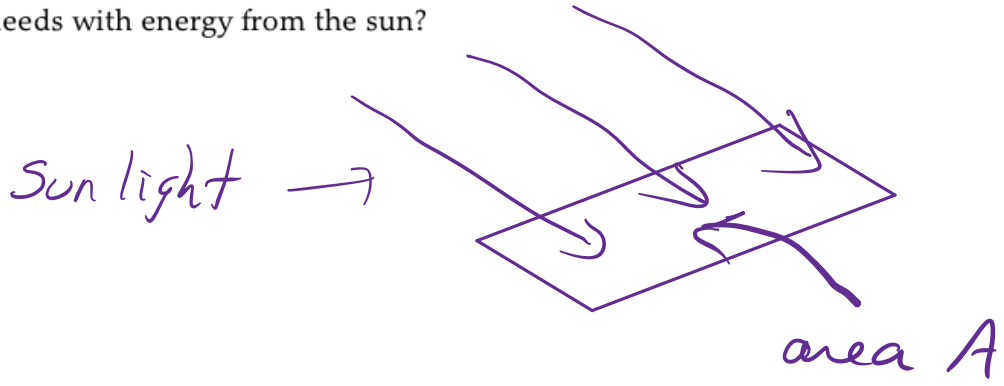

$I = 200\ W/m^2$ = average incoming intensity

generated power: want $P = 11\ kW$.

$P = eI \cdot A$

where A = area and $e = 15\%$.

$$A = \frac{P}{eI} = \frac{11{,}000\ W}{(0.15)(200\ W/m^2)}$$

$$\boxed{A = 367\ m^2}$$