

## **Apache**

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

### **Apache**

Apache is engaged in the exploration, production, development of crude oil, natural gas, and natural gas liquids (NGL). The company primarily operates in the US, Canada, Egypt, the North Sea region, Australia, Chile and Argentina. It is headquartered in Houston, Texas and employed about 3,500 people.

# Apache

## Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
<b>Internal</b>	<b>Strengths</b> <ul style="list-style-type: none"><li>➤ Leading operator in the US</li><li>➤ Diversified operations</li><li>➤ Strong upstream operations</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>➤ Divesting of operations in China</li><li>➤ Declining performance in Canada and North Sea</li></ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>➤ Increase in demand for natural gas</li><li>➤ Rights of exploration in Chile</li><li>➤ Latest discoveries</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>➤ Fluctuations in crude oil and natural gas prices</li><li>➤ Natural disasters and hurricanes</li><li>➤ Highly competitive market</li></ul>

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