

Barrick Gold Corp

“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.”

Barrick Gold Corp

Barrick Gold Corporation (Barrick) is an international gold mining company. The company operates mines and development projects in the US, Canada, Australia, Peru, Chile, Argentina, and Tanzania. Barrack is headquartered in Ontario, Canada and employs about 20,000 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none"> ➤ Strong market position ➤ Strong project pipeline ➤ Emphasis on exploration 	Weaknesses <ul style="list-style-type: none"> ➤ Contingencies, claims, and litigations ➤ Decreasing production levels in old mines
External	Opportunities <ul style="list-style-type: none"> ➤ New development projects ➤ Explorations in Russia and Central Asia ➤ Acquisitions of Cortez property 	Threats <ul style="list-style-type: none"> ➤ International political and economic issues ➤ Inherent risk in the mining operations ➤ Environmental laws and regulations

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