

BHP Billiton Ltd.

“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.”

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BHP Billiton Group (BHP Billiton) is a diversified natural resources group engaged in mineral exploration and production. The group's primary focus areas include oil and gas, aluminum, copper, nickel, iron ore, manganese, metallurgical coal, and energy coal, with additional exposures to uranium, gold, zinc, lead, silver, and diamonds. BHP Billiton comprises BHP Billiton Limited and BHP Billiton Plc. The group has a global presence with more than 100 operations in 25 countries. It is headquartered in Melbourne, Australia and employs about 42,000 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 ➤ Diversified revenue stream ➤ Steady financial performance 	Weaknesses <ul style="list-style-type: none"> ➤ Declining aluminium production ➤ Weak performance of the stainless steel materials division
External	Opportunities <ul style="list-style-type: none"> ➤ Strategic acquisition of Anglo Potash ➤ Acquisition of New Saraji Coal Project ➤ Long term agreements 	Threats <ul style="list-style-type: none"> ➤ Reduction in demand from China ➤ Environmental issues ➤ Intense competition ➤ Weather disruptions

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