

BJ Services

“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.”

BJ Services

BJ Services Company (BJ Services) is a provider of pressure pumping and other oilfield services for the petroleum industry. The company primarily operates in the US, as well as in Canada and approximately 50 countries. BJ Services is headquartered in Houston, Texas and employs about 18,000 people.

BJ Services

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none"> ➤ Leading provider of pressure pumping services ➤ Diversified revenue streams ➤ Strong research and development capability ➤ Strong cash position 	Weaknesses <ul style="list-style-type: none"> ➤ Declining profitability ➤ Geographic concentration ➤ Lack of scale
External	Opportunities <ul style="list-style-type: none"> ➤ Strengthening of global operations through acquisitions ➤ New contracts ➤ Expansion of fleet of liquid nitrogen storage tanks 	Threats <ul style="list-style-type: none"> ➤ Intense competition ➤ Governmental and environmental regulations ➤ Risks from an economic downturn and lower oil and natural gas prices

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