

## ***BP SWOT Analysis***

“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.”

### ***BP***

BP is one of the largest vertically integrated oil and gas companies in the world. The company’s operations primarily include the exploration and production of gas and crude oil, as well as the marketing and trading of natural gas, power, and natural gas liquids. BP is headquartered in London, the UK and employs about 92,000 people.

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### **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>➤ Dominant market position</li> <li>➤ Vertically integrated operations</li> <li>➤ Wide geographical presence</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Decline in crude oil and natural gas production</li> <li>➤ Controversies and criticisms</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Increasing demand for natural gas in North America</li> <li>➤ Rising demand for refined products and petrochemicals in China</li> <li>➤ Oil and gas exploration projects</li> <li>➤ Investments in the alternative energy business</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Saturation of resources in the North Sea</li> <li>➤ Instability in some oil-producing regions</li> <li>➤ Environmental regulations</li> </ul>

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