

ConocoPhillips 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.”

ConocoPhillips

ConocoPhillips is an integrated global energy company. It is engaged in petroleum, natural gas, chemicals, and polymers businesses. ConocoPhillips has large oil and gas reserves. It ranks sixth amongst the non-government-controlled companies in terms of worldwide proved reserves. Leading market position in a number of its key product lines enhances ConocoPhillips brand image. However, a weak economic outlook in the US and the European Union could depress industrial development and impact the demand for the company’s products.

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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 ➤ Extensive refining and marketing operations ➤ Strong cash position ➤ Wide geographical presence 	Weaknesses <ul style="list-style-type: none"> ➤ Decline in oil production ➤ Declining reserves
External	Opportunities <ul style="list-style-type: none"> ➤ Agreement with Archer Daniels Midland Company ➤ Increasing demand for refined products in China ➤ Increase in demand for natural gas in North America 	Threats <ul style="list-style-type: none"> ➤ Economic slowdown in the US and the European Union ➤ Environmental regulations ➤ Increasing labor costs

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