

## ***CONSOL Energy***

“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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CONSOL Energy is a multi-fuel energy producer and energy services provider that primarily serves the electric power generation industry in the US. It is headquartered in Pittsburgh, Pennsylvania and employs over 7,700 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>➤ Leading producer of coal</li> <li>➤ Growing natural gas operations</li> <li>➤ Strong R&amp;D capabilities</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Legal proceedings, lawsuits, and claims</li> <li>➤ Customer concentration</li> <li>➤ Dependence on third party pipelines</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Acquisition of AMVEST Corporation</li> <li>➤ Investment in natural gas operation</li> <li>➤ Clean-power technologies</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Increasing competition</li> <li>➤ Environment regulations</li> <li>➤ Decline in coal prices</li> </ul>

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