

ENI 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.”

ENI

Eni is an energy company engaged in the oil and gas exploration and production, refining and marketing, electricity generation, natural gas distribution, petrochemicals, oilfield services, and engineering industries. The company operates in about 70 countries. It is headquartered in Rome, Italy and employs about 79,000 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 in the European natural gas market ➤ Presence across the energy value chain ➤ Strong research and development (R&D) capabilities 	Weaknesses <ul style="list-style-type: none"> ➤ Administrative actions and fines ➤ Weak performance of the petrochemicals segment
External	Opportunities <ul style="list-style-type: none"> ➤ Increasing demand for liquefied natural gas (LNG) ➤ Expansion of exploration and production operations ➤ Portfolio developments 	Threats <ul style="list-style-type: none"> ➤ Environmental regulations ➤ Regulations concerning Iran ➤ Disruptions in Nigeria ➤ Liberalization of the Italian natural gas market

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