

EOG Resources, Inc.

“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.”

EOG Resources, Inc.

EOG Resources explores for, develops, produces, and markets natural gas and crude oil primarily in major producing basins in the US, Canada, offshore Trinidad, and the UK North Sea. It is headquartered in Houston, Texas and employs about 1,800 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 reserves position ➤ Improved organic growth profile ➤ Superior drilling technology 	Weaknesses <ul style="list-style-type: none"> ➤ Lack of retail operations ➤ Declining production from the UK and Canada operations ➤ Concentration of operations
External	Opportunities <ul style="list-style-type: none"> ➤ Increase in demand for natural gas as feedstock ➤ Increasing exploration projects ➤ Advancements in technology 	Threats <ul style="list-style-type: none"> ➤ Economic slowdown in the US ➤ Drilling risk ➤ Highly regulated industry

www.