

## ***Exxon Mobil 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.”

### ***Exxon Mobil***

Exxon Mobil Corporation (Exxon Mobil) is engaged in exploration and production of crude oil and natural gas, manufacture of petroleum products, and transportation and sale of crude oil, natural gas, and petroleum products with a global presence. The company operates in more than 200 countries under the names Exxon Mobil, Exxon, Esso, and Mobil. Exxon Mobil had a strong asset base of \$242 billion in 2007, an increase of 10.5% over 2006. However, slowdown in the US economy and the European Union would depress revenue growth and reduce margins of Exxon Mobil.

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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 market position</li> <li>➤ Diversified revenue stream</li> <li>➤ Steady financial performance</li> <li>➤ Strong R&amp;D capabilities</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Legal proceedings</li> <li>➤ Employee unrest</li> <li>➤ Continued weak upstream performance in the US</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Increasing demand for refined products in China</li> <li>➤ Increasing demand for liquefied natural gas (LNG)</li> <li>➤ Capital investments</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Economic slowdown in the US and the European Union</li> <li>➤ Risks associated with conducting business outside the US</li> <li>➤ Environmental regulations</li> </ul>

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