

Halliburton Company

“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.”

Halliburton Company

Halliburton Company (Halliburton) is one of the world's leading oilfield services provider. The company provides engineering and construction services to the upstream energy industry, to infrastructure companies, and to various governments across the world. Halliburton has operations in about 70 countries. The company is headquartered in Houston, Texas and employs about 51,000 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 ➤ Diversified revenue stream ➤ Strong financial performance ➤ Strong research and development (R&D) capabilities ➤ Strong manufacturing capabilities 	Weaknesses <ul style="list-style-type: none"> ➤ Litigation issues ➤ Subject to criminal investigations ➤ Impairment of oil and gas properties
External	Opportunities <ul style="list-style-type: none"> ➤ Acquisitions ➤ Positive outlook for the global oil and gas sector ➤ Increase in demand for natural gas in North America ➤ Opening of second corporate headquarters in United Arab Emirates (UAE) 	Threats <ul style="list-style-type: none"> ➤ Economic slowdown in the US and the European Union ➤ Risks associated with conducting business outside the US ➤ Environmental regulations