

## ***Marathon Oil 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.”

### ***Marathon Oil***

Marathon Oil Corporation (Marathon) is engaged in the exploration and production of oil and gas. The company is also engaged in refining of crude oil, marketing and transportation of these refined products, and in their distribution and transportation. Marathon operates across the oil and gas value chain which provides it with a competitive edge. Intense competition, however, threatens to erode the market share of the company.

# **Marathon Oil SWOT Analysis**

## **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>➤ Presence across the entire oil and gas value chain</li> <li>➤ Strong refining operations</li> <li>➤ Wide product portfolio</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Lack of scale</li> <li>➤ Litigations</li> <li>➤ Declining reserves</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Acquisition of Western Oil Sands</li> <li>➤ Expansion of refineries</li> <li>➤ Increasing natural gas business</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Intense competition</li> <li>➤ Increasing crude oil prices</li> <li>➤ Risks associated with conducting operations outside the US</li> </ul>

WWW.YC