

Pemex 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.”

Pemex

Petroleos Mexicanos (PEMEX) is Mexico's state-owned, nationalized petroleum company. The company is engaged in the exploration, production, refining, and marketing of oil and gas. PEMEX primarily operates in Mexico. It is headquartered in Mexico City, Mexico and employs over 140,000 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 ➤ Integrated operations ➤ Strong performance of the exploration and production segment 	Weaknesses <ul style="list-style-type: none"> ➤ Substantial amount of debt ➤ Declining crude oil production ➤ One of the lowest productivity levels in the world
External	Opportunities <ul style="list-style-type: none"> ➤ Operation efficiency program 2008–12 ➤ Capital investment program ➤ Growing global energy demand 	Threats <ul style="list-style-type: none"> ➤ Heavy tax liability ➤ Price control imposition ➤ Volatile crude oil and natural gas prices

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