

## ***Petrobras 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.”

### ***Petrobras***

Petroleo Brasileiro (Petrobras) is an integrated oil and gas company engaged in the exploration, production, refining, transportation, and distribution of oil, gas, and related products. The company primarily operates in Brazil. It is headquartered in Rio de Janeiro, Brazil and employs over 68,900 people.

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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>➤ Strong market position</li> <li>➤ Vertically integrated operations</li> <li>➤ Steady financial performance</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Litigations</li> <li>➤ Overdependence on Brazil</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Expansion plans</li> <li>➤ Downstream acquisition in Chile</li> <li>➤ Growing oil and gas market in Brazil</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Environmental regulations</li> <li>➤ Geopolitical and economic instability</li> <li>➤ Rising petrochemical capacity in the Middle East</li> </ul>

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