

PetroChina Co. Ltd.

“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.”

PetroChina Co. Ltd.

PetroChina is engaged in production of crude oil and natural gas. The company is controlled by China National Petroleum Corporation (CNPC). PetroChina primarily operates in China. It is headquartered in Beijing, China and employs about 477,800 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"> ➤ Integrated oil and gas operations ➤ Strong operational performance ➤ Strong player in China 	Weaknesses <ul style="list-style-type: none"> ➤ Lack of operations in eastern and southern China ➤ Operating loss of refining and marketing segment ➤ Ownership of the company by CNPC
External	Opportunities <ul style="list-style-type: none"> ➤ Potential of forest bio-fuel development ➤ Strategic initiatives to meet demand for natural gas in China ➤ Increasing demand for refined products in China 	Threats <ul style="list-style-type: none"> ➤ Intense competition ➤ Government regulations and control ➤ Environmental laws and regulations

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