

## ***Randgold Resources 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.”

### ***Randgold Resources Ltd***

Randgold Resources (Randgold) is engaged in gold mining, exploration and related activities. Its operations include about 7.5 million ounce Morila deposit in southern Mali, 7 million ounce Yalea deposit at Loulo in western Mali, and the 4 million ounce Tongon deposit in the Cote d’Ivoire. The company operates in the Channel Islands, South Africa, Cote d’Ivoire, Ghana, Mali, and Tanzania. It is headquartered in Jersey, Channel Islands and employs about 3,802 people.

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## Strengths, Weaknesses, Opportunities and Threats (SWOT)

| Location of Factor | TYPE OF FACTOR            |                        |
|--------------------|---------------------------|------------------------|
|                    | Favorable                 | Unfavorable            |
| Internal           | <b>Strengths</b><br>➤     | <b>Weaknesses</b><br>➤ |
| External           | <b>Opportunities</b><br>➤ | <b>Threats</b><br>➤    |

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