

## ***Reliance Industries Limited 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.”

### ***Reliance Industries Limited***

Reliance Industries (RIL), India's largest private sector company, is engaged in the production of textiles, synthetic fibers, fiber intermediates, petrochemicals, and oil and gas and refining. It is headquartered in Mumbai, India and employs approximately 48,000 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>➤ Leading market position</li> <li>➤ Operational efficiency in refining</li> <li>➤ Strong financial performance</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Increasing long term debt</li> <li>➤ Problem with the FCCU</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Joint venture with NOVA Chemicals</li> <li>➤ Acquisition of polyester assets of Hualon Corporation</li> <li>➤ Increasing demand for transportation fuels</li> <li>➤ Growing demand for petroleum products</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Intense domestic competition</li> <li>➤ Rising petrochemical supply in the Middle East</li> <li>➤ Fluctuating crude oil prices</li> <li>➤ Economic slowdown in India</li> </ul>

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