

Repsol, S.A.

“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.”

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Repsol YPF is an integrated oil and gas company. The company operates in more than 28 countries. It is headquartered in Madrid, Spain and employs over 36,300 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➤ Vertically integrated operations➤ Strong distribution network	Weaknesses <ul style="list-style-type: none">➤ Declining crude oil and gas reserves
External	Opportunities <ul style="list-style-type: none">➤ Discovery of new oil and gas fields➤ Strategic initiatives➤ Expansion of refinery	Threats <ul style="list-style-type: none">➤ Regulations➤ Intense competition➤ Economic or industry downturns

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