

## ***Royal Dutch Shell 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.”

### ***Royal Dutch Shell***

Royal Dutch Shell (Shell) is engaged in oil and gas exploration and production, transportation and marketing of natural gas and electricity, and marketing and shipping of oil products and chemicals. The company also has interests in renewable sources of energy such as wind and solar and hydrogen. The company has extensive operations in more than 100 countries around the world. It is headquartered in The Hague, the Netherlands and employs about 102,000 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>➤ Strong market position</li> <li>➤ Vertically integrated operations</li> <li>➤ Steady financial performance</li> <li>➤ Strong exploration technological capability</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Declining hydrocarbon production</li> <li>➤ Administrative action</li> <li>➤ Legal proceeding</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Acquisition of Duvernay Oil Corp</li> <li>➤ Joint venture in China</li> <li>➤ Increasing demand for liquefied natural gas</li> <li>➤ Acquisition of Cansolv Technologies</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Economic slowdown in the US and the European Union</li> <li>➤ Environmental regulations</li> <li>➤ Disruptions in Nigeria</li> <li>➤ Risks associated with wide geographic presence</li> </ul>

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