

Schlumberger Limited

“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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Schlumberger is one of the world’s leading oilfield service providers. The company supports exploration and production activities of oil and gas companies around the world. The company operates in the US, Europe, Africa, Middle East, and Asia. It is headquartered in Houston, Texas and employs about 87,000 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 ➤ Strong revenue growth and diversified geographic presence ➤ Technical excellence and innovation 	Weaknesses <ul style="list-style-type: none"> ➤ Decline in revenues of the WesternGeco segment ➤ Legal action by Norwood Resources
External	Opportunities <ul style="list-style-type: none"> ➤ Growth through acquisitions ➤ Agreements with Gazprom ➤ Other alliances and agreements 	Threats <ul style="list-style-type: none"> ➤ Environmental regulations ➤ Political risk ➤ Dependence on the levels of expenditures by the oil and gas industry

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