

The Williams Companies, Inc.

“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.”

The Williams Companies, Inc.

The Williams Companies (Williams) is a US-based natural gas company. It is engaged in finding, producing, gathering, processing, and transporting natural gas. The company primarily operates in the US. It is headquartered in Tulsa, Oklahoma and employs over 4,300 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 pipeline network ➤ Wide customer base ➤ Robust growth in cash flows 	Weaknesses <ul style="list-style-type: none"> ➤ High dependence on the US market ➤ Declining revenues from gas marketing services segment ➤ Covenants in debt agreements
External	Opportunities <ul style="list-style-type: none"> ➤ Strategic initiatives ➤ Approvals regarding pipeline extension ➤ Increasing demand for natural gas 	Threats <ul style="list-style-type: none"> ➤ Intense competition ➤ Regulations ➤ Volatility of prices for natural gas liquids, natural gas, and other commodities

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