

Total 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.”

Total

TOTAL is one of the leading integrated oil and gas companies in the world. The company is engaged in all aspects of the petroleum industry, including upstream and downstream operations. TOTAL is also active in the chemicals, coal mining, and power generation businesses. The company has operations in more than 130 countries. TOTAL is headquartered in Courbevoie, France and employs about 97,000 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 ➤ Diversified geographic presence ➤ Strong research and development (R&D) capabilities ➤ Presence across the energy value chain 	Weaknesses <ul style="list-style-type: none"> ➤ Legal proceedings ➤ Employee unrest ➤ Declining production of gasoline
External	Opportunities <ul style="list-style-type: none"> ➤ Establishment of Jubail Refining and Petrochemical Company ➤ Increasing demand for refined products in China ➤ Increasing demand for liquefied natural gas (LNG) ➤ Oil and gas exploration projects ➤ Strategic initiatives in the area of biofuels and photovoltaic solar power systems 	Threats <ul style="list-style-type: none"> ➤ Economic slowdown in France and the European Union ➤ Environmental regulations ➤ Regulations concerning Iran