“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.”

**China National Petroleum Corporation (CNPC)**

China National Petroleum Corporation (CNPC or the company) is an integrated energy company. It is engaged in oil and gas upstream and downstream operations, chemicals, engineering and construction, and petroleum equipment manufacturing. CNPC primarily operates in China, and has oil and gas assets and interests in 33 countries. The company is headquartered in Beijing, China.
## China National Petroleum Corporation (CNPC) – September 2012

**Strengths, Weaknesses, Opportunities and Threats (SWOT)**

<table>
<thead>
<tr>
<th>Location of Factor</th>
<th>TYPE OF FACTOR</th>
<th>Favorable</th>
<th>Unfavorable</th>
</tr>
</thead>
</table>
| Internal           | Strengths      | ➢ Strong market position  
➢ Strong oil and natural gas pipelines network  
➢ Focus on technology and innovations | Weaknesses | ➢ Lack of operations in eastern and southern China |
| External           | Opportunities  | ➢ Expanding global operations  
➢ Strategic agreements  
➢ Environment friendly initiatives | Threats | ➢ Intense competition  
➢ Government regulations and control  
➢ Environmental laws and regulations |