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FLUOR CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Fluor Corporation

Company Sector : Engineering and Construction

Operating Geography : USA, North America, Global

About the Company : Fluor Corporation was founded by John Simon Fluor in 1912 as Fluor Construction Company, which later grew into building oil refineries, pipelines and other facilities for oil and gas industry in California, Middle East and other part of the world. Presently, Fluor is headquartered in Irving, Texas as multinational engineering and construction firm. Through its subsidiaries and joint ventures the company provides services like engineering, procurement, construction, fabrication and modularization, operations, maintenance and asset integrity, and project management services. The company consist a diverse set of industries such as oil and gas, chemicals and petrochemicals, mining and metals, infrastructure, life sciences, advanced manufacturing and technologies through which these services are provided. In December 2020, the company divided its business into six segments: Energy & Chemicals, Mining & Industrial, Infrastructure & Power, Government, Diversified Services, and Other. It follows four megatrends including, Industry 4.0, Energy Transition and Urbanization, Beyond Globalization and Stakeholder Engagement, to increase the demand for its product and services. As of early 2021, the company has 44,000 employees in more than 100 countries. The company was ranked 196 on 2021 Fortune 500.

Fluor Corporation's unique selling proposition or USP lies in being one of the leading construction companies in the world. Fluor Corporation's vision statement reads, "As a valued partner, we deliver innovative and sustainable solutions that enable all our stakeholders to flourish."

Revenue :

\$ 15,668.5 million - FY ending 31st March 2020 (y-o-y growth -9.5%)

\$ 17,317.3 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Fluor Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large-scale operations across a wide range of end-markets and geographies 2.MEGlobal project recognized as "Best of the Best" by ENR 3.Strong level of technological expertise across all projects 4.Building infrastructure for US Intelligence agencies worldwide 	<ul style="list-style-type: none"> 1.Large projects subject to higher risk and very low margins 2.Bonds have been downgraded recently by rating agencies 3.Poor gender diversity at the corporate management level 4.Cancellation of orders and delays in receiving payments due to COVID-19
Opportunities	Threats
<ul style="list-style-type: none"> 1.Meet strategic priorities underlined in "Building a Better Future" plan 2.Grow oil and gas segment to 70% of total revenue by 2023 3.Improving balance sheet to secure investment-grade credit ratings 4.Selling asset management subsidiary "Stork" to increase liquidity 5.30% of US bridges beyond their lifetime 	<ul style="list-style-type: none"> 1.Most project work does not permit employees to work-from-home 2.Low barriers to entry in operations and maintenance markets 3.Fluctuations in prices of raw material like steel, copper, nickel, etc. 4.Rigorous competition in securing US-government project contracts

PESTLE Analysis :

The PESTLE Analysis for Fluor Corporation is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Suspension of mining in South America due to COVID-19 2.New US administration policy expected to support energy transition 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Decline in oil prices affected Energy and Oil segment adversely 2.Copper prices expected to rise in 2021
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Growing demand for electric vehicles raising demand for copper 2.Urbanization to drive demand for innovative and sustainable solutions 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Exploring low-carbon H2 and carbon capture technology to meet decarbonisation goals 2.Innovation in robotics and AI to increase efficiency of operations
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.New climate change laws increase cost of operations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Committed to achieving net-zero emissions by 2023 2.Multiple solar and bio-mass power plants constructed

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