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EDF RENEWABLES SWOT & PESTLE ANALYSIS

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Company Name : EDF Renewables

Company Sector : Renewable Energy

Operating Geography : France, Europe, Global

About the Company : A 35 years old company, EDF Renewables is a wholly owned subsidiary of EDF Group, a French utility company, and is headquartered in Paris, France. In 1985 the company commenced its first project in California and since then the company is providing world-class solutions. It specializes in renewable energy production and serves in more than 20 countries including Europe, North America, Brazil, China, India, South Africa and the Middle East. The company provides services such as onshore wind, offshore wind, solar, storage EV charging, and distributed energy to municipalities & cooperatives, government, education & nonprofits, corporate & industrials and property managements. As of early 2021, it is estimated that the company has approximately 921 employees in all its offices. In June 2021, EDF and Shell New Energies US LLC. were awarded with Atlantic Shores Offshore Wind project in New Jersey, USA. EDFR is a champion in low-carbon growth and is committed to create a sustainable energy economy.

EDF Renewables' unique selling proposition or USP lies in being one of the leading providers of renewable energy. EDF Renewables' mission statement reads, "Our mission is to lead the transition to a sustainable energy future. We do this by hiring the best talent with an entrepreneurial spirit and a desire to work in a fast-paced, dynamic environment with the propensity to deliver solutions."

Revenue :

Euro 69.03 billion - FY ending 31st December 2020 (y-o-y growth -3.2%)

Euro 71.35 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for EDF Renewables is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Market leader in renewable energy solutions 2. Strong presence in over 20 countries 3. Large and diversified project portfolio 4. Strong business profile with sufficient liquidity 5. Dedicated CSR strategy and commitment towards promoting sustainability 	<ol style="list-style-type: none"> 1. Nuclear plant closures mandated by French government 2. High debt with EBITDA lower than competitors 3. Vehement protests against wind farm project land in Mexico
Opportunities	Threats
<ol style="list-style-type: none"> 1. Leverage opportunities in growing hydrogen power sector 2. Grow services in electric vehicle support segment 3. Undertake strategic partnerships to expand scale of operations 4. Capture emerging markets like India 	<ol style="list-style-type: none"> 1. Unfavorable changes in UK's corporate tax laws 2. Uncertainties surrounding nuclear market reforms 3. Rising costs of raw materials for solar panels

PESTLE Analysis :

The PESTLE Analysis for EDF Renewables is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Push for renewable energy by world leaders 2. Reforms in French nuclear regulations 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Crash in oil prices due to pandemic 2. Slowdown in government spending for renewable energy projects
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. High demand for jobs in renewable energy sector 2. Consumers willing to pay higher bills for clean energy 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Increasing demand for EV charging stations 2. Harnessing hydrogen as a source of clean energy
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Incoming ban of ICE vehicles 2. Uncertainties arising from nuclear deal with Iran 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Large-scale adoption of clean energy by countries

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