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## PKN ORLEN SWOT & PESTLE ANALYSIS

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**Company Name :** PKN Orlen

**Company Sector :** Petrochemicals

**Operating Geography :** Poland, Europe, Global

**About the Company :** PKN Orlen is a state-owned oil refinery and gasoline marketer headquartered in Plock, Poland. The company is a major European publicly-traded company with significant activities in Poland, the Czech Republic, Slovakia, Germany, and the Baltic nations, as well as a presence in Canada. In 1999, the firm was formed by the merging of CPN and Petrochemia Pock. It was renamed Polski Koncern Naftowy (PKN), and Orlen was added as the consortium's brand name a few months later. It specialises in refined petrochemical product manufacturing, distribution, wholesale, and retail sales. The Company's operations are split into three segments: refining, which includes refinery product processing and wholesale, oil production and sale, and supporting production; Retail segment, which includes sales at gas stations; and Petrochemical segment, which includes petrochemical manufacturing and wholesale, as well as chemical production and sale. Its product portfolio includes gasoline, heating oil, aviation fuel, and polymers, as well as fuel and petrochemical goods. It also generates and distributes thermal and electrical energy. In August 2021, the firm announced the launch of a strategic relationship with GE Renewable Energy, aiming at improving PKN ORLEN's competitiveness in applying for new wind farm concessions in the Polish economic zone in the Baltic Sea.

PKN ORLEN's USP lies in it being is a major player in the fuels and energy sectors, as well as the largest firm in Central and Eastern Europe. The Company is listed in important global rankings such as the Fortune Global 500, Platts TOP250, and Thompson Reuters TOP100. PKN Orlen's mission statement reads, "We discover and process natural resources to fuel the future"

**Revenue :**

PLN 131,592 million - FY ending 31st December 2021 (y-o-y growth 52.6%)

PLN 86,180 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for PKN Orlen is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leader in fuel and energy market</li> <li>2. Advanced infrastructure for processing crude oil</li> <li>3. Largest network of modern service stations</li> <li>4. Prominent industrial electricity producer of Poland</li> </ul>	<ul style="list-style-type: none"> <li>1. Controversial history of top management will hinder M&amp;As</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Venturing into renewable energy solutions can reduce impact of carbon curbs</li> <li>2. Reconfiguration of supply chains will increase demand in shipping</li> <li>3. Expansion into biofuel production</li> </ul>	<ul style="list-style-type: none"> <li>1. Gasoline Vehicles to get replaced by electric ones</li> <li>2. Further covid waves can lead to low oil demand</li> <li>3. Soaring oil prices will mean accelerated shift towards substitutes</li> <li>4. Difficulty to meet rising demand due to reduced capex during pandemic</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for PKN Orlen is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Opening of travel corridor by US-UK will boost demand</li> <li>2. End of Russia-Saudi Arabia oil price war can improve margins</li> <li>3. Lifting of Iran's sanctions will create unprecedented oil supply</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Increasing focus on sustainable financing in Central and Eastern Europe (CEE)</li> <li>2. Expected increase in fuel demand as a result of the economic recovery after COVID-19</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Leisure travel top priority for consumers, post pandemic</li> <li>2. Substantial savings to fuel pent-up demand in petrochemicals</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Leisure travel top priority for consumers, post pandemic</li> <li>2. Substantial savings to fuel pent-up demand in petrochemicals</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Poland's mandatory oil reserves necessitate better transmission capabilities</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Carbon tax by US can disrupt the petrochemicals industry</li> </ol>

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