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PEABODY ENERGY SWOT & PESTLE ANALYSIS

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Company Name : Peabody Energy

Company Sector : Mining and Minerals

Operating Geography : United States, North America, Global

About the Company : Peabody Energy is a private coal corporation headquartered in St. Louis, Missouri. Its principal activity is the mining, selling, and distribution of coal, which is used in the production of power and steel. Peabody also markets, brokers, and trades coal from offices in China, Australia, the United Kingdom, and the United States. It has dominant ownership in 23 surface and underground mining operations in the United States and Australia. Francis Peabody, the son of a famous Chicago lawyer, and a partner created Peabody, Daniels & Company in 1883 and later in the 1880s he purchased his partner's share of the business and the corporation was incorporated in the state of Illinois in 1890 under the name Peabody Coal Company. It also offers transportation-related services, such as economic hedging to support its coal trading strategy and cash flow hedging to assist its mining operations. Peabody has ~\$23 million of the 2022 bonds with a stated maturity date tagged for end of first quarter 2022. The coal conglomerate has sufficient financial liquidity to handle this upcoming maturity.

Peabody's USP is that it is the world's largest private-sector coal firm and a premier coal producer, delivering key products to power emerging and developed countries' baseload electricity and generate the steel needed to build foundational infrastructure. The mission statement of Peabody reads, "Our mission is to help people make the most of their lives. Peabody draws on over 150 years of history and expertise."

Revenue :

\$ 2881 million - FY ending 31st December 2020 (y-o-y growth -38%)

\$ 4623 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Peabody Energy is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading coal producer with operations in the United States and Australia 2. Serves power and steel customers in more than 25 countries on 6 continents 3. North Antelope Rochelle Mine owned by the company is the world's largest coal mine 4. Well established relations with suppliers without overdependence on any 	<ul style="list-style-type: none"> 1. Dependence on few large customers for a significant portion of sales 2. Decline in recoverable reserves when coal is produced 3. The highly indebtedness could adversely impact the financial performance of the company
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increase of reserves through acquisition of government and other leases 2. Optimization of US thermal coal assets in order to maximize cash generation 3. Strong growing demand from Asia Pacific economies providing opportunity for the company's seaborne thermal segment 4. Increase in the demand for coal as global economy recovers 	<ul style="list-style-type: none"> 1. Concerns about the impact of coal combustion on global climate 2. Fluctuations in the coal prices adversely impacting revenue 3. Take-or-pay agreements could adversely impact the profitability

PESTLE Analysis :

The PESTLE Analysis for Peabody Energy is given below:

Political	Economical
1.President Biden's commitment to cut greenhouse gas emissions by more than 50% by 2030 could negatively impact demand 2.US-China trade war would adversely impact the company	1.The decrease in the prices of natural gas materially impact the demand for thermal coal 2.Demand for steel and its prices impacts the demand for metallurgical coal
Social	Technological
1.Shift towards cleaner energy resources like natural gas negatively impacting demand.	1.To increase efficiency, use of 3D drone technology to profile the surface before cast blasting
Legal	Environmental
1.Subject to Surface Mining Control and Reclamation Act in United States. 2.Subject to health and safety laws like Resources Safety and Health Queensland Act 2020.	1.Increased focus on conservation of energy and reduction of greenhouse gas emissions 2.To increase sustainability, focus on land restoration and reclamation

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