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PPL CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : PPL Corporation

Company Sector : Utilities

Operating Geography : United States, North America, Global

About the Company :

PPL Corporation is the parent company of three regulated utility companies. It is headquartered in Allentown, Pennsylvania. The corporation provides electricity to customers in Pennsylvania, Kentucky, and Virginia through its regulated utility companies. In Kentucky, the company also delivers natural gas and generates electricity. The business is in charge of power transmission and distribution as well. PPL was formed in 1920 when eight smaller Pennsylvania utilities merged to form Pennsylvania Power & Light. It subsequently expanded its service territory to a crescent-shaped region of central and north-eastern Pennsylvania, running from Lancaster to Scranton and Wilkes-Barre to the Lehigh Valley. It reformed in 1995 as PP&L Resources, a holding corporation that changed its name to PPL Corporation in 2000. The company's portfolio includes around 8,000 MW of electric producing capacity, 220,000 miles of electric lines, and gas transmission mains and storage fields. PPL Corporation announced in May 2022 that it had completed the \$3.8 billion purchase of The Narragansett Electric Company from National Grid. The Narragansett Electric Company, the state's primary electric and gas utility, will now be known as "Rhode Island Energy," reflecting the company's dedication to the state as well as its pursuit of a cleaner energy future in line with the state's renewable energy and net-zero goals.

PPL Corporation's USP lies in its being a FORTUNE 500 company and one of the country's largest utility companies. The mission statement of the company reads, "To provide safe, affordable, reliable, sustainable energy to our customers and superior, long-term returns to our shareowners".

Revenue :

US\$ 5,783 million - FY ending 31st December 2021 (y-o-y growth 5.6%)

US\$ 5,474 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for PPL Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Parent company to Safari Energy, LLC which is a leading provider of solar power solutions for commercial customers in U.S. 2.Fortune 500 company with strong financial performance 3.A large customer base with over 2.5 million customers. 4.Consistent gross profits for the past 10 years. 	<ol style="list-style-type: none"> 1.Dependence on UK distribution business for a significant proportion of the revenue. 2.Involved in various legal proceedings, claims and litigations.
Opportunities	Threats
<ol style="list-style-type: none"> 1.The company's deal with National Grid will help it to strengthen its financial position. 2.Distribution automation to prevent electric service interruption for customers. 3.Investment in research to provide for a sustainable future and increase customer satisfaction. 	<ol style="list-style-type: none"> 1.The operating revenue of the company is exposed to seasonal variation. 2.Impact of covid-19 on business growth 3.Fluctuations in interest rates can negatively impact the business.

PESTLE Analysis :

The PESTLE Analysis for PPL Corporation is given below:

Political 1.Uncertainties regarding Brexit will impact the UK operations of the company. 2.Uncertainties regarding the change in the environmental programs by the Biden administration.	Economical 1.The economic recession caused by covid-19 could negatively impact the business.
Social 1.Increase in demand for sustainable technologies.	Technological 1. Smart grid investments to immediately locate power outages. 2.Leveraging technology to create a personalized experience for customers. 3. Use of drone technology for inspection and maintenance work.
Legal 1.Rates charged for utility services to customers subject to federal and state regulatory commissions like Federal Energy Regulatory Commission.	Environmental 1.Supportive of the low-carbon energy technologies initiatives. 2.Reduction of carbon footprint through constant electrification efforts like electrification of company's fleet vehicles.

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Client Support:
support@swotandpestle.com