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## VIVO ENERGY PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Vivo Energy plc

**Company Sector :** Energy & Power

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Vivo Energy plc, also known as Vivo Energy, is a British downstream petroleum firm headquartered in London. It has subsidiaries and operations in 23 African countries, where it supplies, stores, distributes, and sells a variety of petroleum products. The company sources, distributes, promotes, and delivers fuels and lubricants as a Royal Dutch Shell and Engen Petroleum licensee. The firm was established in 2011. Retail, commercial, and lubricants are the three business segments of the company. Fuels, lubricants, card services, stores, restaurants, and non-fuel services are all part of the company's retail offering. It serves companies in a variety of industries, including maritime, aviation, mining, construction, power, transportation, and manufacturing, with fuels, lubricants, and liquefied petroleum gas (LPG) as well as solar energy solutions. The Company's non-retail gasoline business includes convenience stores, quick service and fast-casual restaurants, as well as lubrication bays, vehicle washes, and automated teller machines (ATMs). It has access to a fuel storage capacity of nearly 1,000,000 cubic metres. Its commercial business offerings include providing customers with bulk fuel. In July 2022, Vitol Group has secured approval for acquisition of the company.

Vivo Energy's USP lies in its being one of the leading players in the Oil & Gas Operations industry in South Africa. The vision statement of the company reads, "To become the most respected energy business in Africa".

**Revenue :**

US\$ 8,458 million – FY ending 31st Dec 2021 (y-o-y growth of -17%)

US\$ 6,918 million – FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for Vivo Energy plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Expansive supply network in 20+ African nations</li> <li>2.Strong financial performance in FY2021</li> <li>3.Diversified product portfolio including alternative energy</li> <li>4.Robust brand image throughout target regions</li> <li>5.Delivering against strategy despite the pandemic by venturing in new markets and products</li> </ul>	<ul style="list-style-type: none"> <li>1.Severe effect of COVID-19 on operations and strategy</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Large-scale venturing into alternative sources of energy</li> <li>2.Robust ESG corporate policy required to attract future investors</li> <li>3.Potential buyout by Vitol may lead to new ventures</li> </ul>	<ul style="list-style-type: none"> <li>1.Slow vaccination rates in Africa could impact long-term strategy</li> <li>2.Shifting emphasis to alternative fuels will transform the energy sector</li> <li>3.The accelerated pace of climate change threatens growth</li> <li>4.Slow recovery in sub-Saharan African target geography</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Vivo Energy plc is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.China's cautious approach to lending Africa may impact growth</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Gradual economic recovery of the African economy provides scope for businesses</p> <p>2.Widening gap between advanced and emerging economies</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.COVID-19 in Africa lingers with new variants and slow vaccination rates</p> <p>2.Limited adoption of EV to lead to resilient fuel demand</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Evolving technology in energy sector for cost-effectiveness and wider margins</p> <p>2.Energy efficiency for climate-conscious approach</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Morocco's stringent climate laws promote sustainability</p> <p>2.Push for harmonized oil &amp; energy legislation in Africa</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Extreme weather patterns threaten economic growth in Africa</p> <p>2.Emphasis on ESG bonds and ratings after the COVID-19 pandemic</p>

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