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ØRSTED A/S SWOT & PESTLE ANALYSIS

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Company Name : Ørsted A/S

Company Sector : Renewable Energy

Operating Geography : Denmark, Europe, Global

About the Company :

Ørsted A/S is a Danish global power firm with its headquarters in Fredericia, Denmark. The company was founded by the state-owned Dansk Naturgas A/S of Denmark. Dansk Olie og Naturgas A/S (DONG), short for Danish Oil and Natural Gas, was established in 1972 to handle the gas and oil resources in the Danish section of the North Sea. In 2017, the company announced the sale of its oil and gas operations, the move to renewable energy, and the change of its name to Ørsted. It conducts business through the following divisions: Distribution & Customer Solutions, Other Activities, Wind Power, Bioenergy & Thermal Power. In Denmark, the UK, Germany, the Netherlands, the USA, and Taiwan, the Wind Power division develops, builds, owns, and operates offshore wind farms. In the segment for "Bioenergy & Thermal Power," heat and power are produced by combined heat and power plants in Denmark, a gas-fired power plant in the Netherlands, and a Renescience facility in the United Kingdom. The Distribution & Customer Solutions segment includes power distribution, gas sales in wholesale and retail markets in Germany, the UK, Sweden, Denmark, and Denmark, as well as portfolio optimization and hedging for the company's whole energy supply. Ørsted in August 2022 announced that 100% renewable electricity aim will be extended to all suppliers by 2025, making it the first energy business in the world to achieve so.

Ørsted A/S's USP is that it is the largest offshore wind power developer in the world with the greatest number of offshore wind farms constructed, and being named the most sustainable energy company. The mission statement of the company reads, "We're committed to renewable energy, enabling people, businesses and communities to lever its potential without having to worry about causing a negative environmental impact or limiting the opportunities of future generations".

Revenue :

DKK 77, 673 million - FY ending 31st December 2021 (y-o-y growth 48%)

DKK 52, 601 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Ørsted A/S is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio of power purchase agreements with large corporates in many countries. 2.Acquisitions and joint ventures have helped the company to expand into new regions. 3.Large pipeline of upcoming and ongoing projects. 4.Market leader in the global offshore wind power generation. 	<ul style="list-style-type: none"> 1.Lower shareholder returns than the market. 2.Divestments have affected profits and may continue to affect in future. 3.Although being a renewable energy company, most of the business is dependent on wind energy.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Drive growth in the renewable hydrogen and green fuel segment. 2.Expand into new geographies through partnerships and acquisitions. 3.Increase installation capacity of wind energy to meet the growing demand for renewable energy. 	<ul style="list-style-type: none"> 1.Supply chain disruption can affect ongoing projects. 2.Adverse weather conditions for long can affect the operations of the company. 3.Increasing competition in the renewable energy segment can affect the market share of the company.

PESTLE Analysis :

The PESTLE Analysis for Ørsted A/S is given below:

Political	Economical
1.EU has issued sanctions against the import of Russian energy due to Ukraine-Russia war 2.Denmark parliament has signed a new political agreement to develop and promote PtX	1.High inflation rate is affecting global commodity prices 2.Energy prices are rising in EU nations due to supply cut off from Russia
Social	Technological
1.Adoption of renewable energy among corporates has witnessed strong growth 2.Younger generation of consumers are becoming aware about the benefits of renewable energy	1.Offshore wind industry is adapting to new digital business model through digital transformation
Legal	Environmental
1.EU has made it mandatory for the European nations to establish a NECP for the period 2021-2030	1.The European 'green deal' can set EU nations on the path for achieving climate change targets by 2050 2.An increasing number of countries are setting net zero emission targets to be achieved between 2030 and 2050 3.Embarking on renewable energy projects in harmony with nature

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