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## DUBAI ELECTRICITY AND WATER AUTHORITY (DEWA) SWOT & PESTLE ANALYSIS

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**Company Name :** Dubai Electricity and Water Authority (DEWA)

**Company Sector :** Water and Electricity

**Operating Geography :** Dubai, UAE, Middle East

**About the Company :**

The Dubai Electricity and Water Authority (DEWA) is a government-owned utility based in Dubai, United Arab Emirates. It was established on January 1, 1992, when Sheikh Maktoum bin Rashid Al Maktoum merged the Dubai Electricity Company and the Dubai Water Department, which had previously operated separately. In the Emirate of Dubai, it offers energy and water services. The agency produces, transmits, and distributes electricity, as well as desalinates water. The power is generated by gas and steam turbines, as well as solar photovoltaic (PV) facilities. It is responsible for the operation and maintenance of power plants, desalination facilities, aquifers, power and water transmission lines, and electricity and water distribution networks throughout the Emirate. Bill payment, smart collection platform, EV charger card services, electricity and water management, energy audits, clearance certificate services, and tariff calculators are among the services offered by the authority. DEWA declared on May 19, 2022, that it is consolidating its knowledge environment through a smart platform and a drive to promote and localise information among its personnel.

The Dubai Electricity and Water Authority (DEWA)'s USP is that it is one of the best utilities in the world, serving over 900,000 clients in Dubai with world-class electricity and water services. The mission statement of the company reads, "To develop and maintain water resources and supply drinking water".

**Revenue :**

AED 23.8 billion - FY ending 31st December 2021 (y-o-y growth 6%)

AED 22.5 billion - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Dubai Electricity and Water Authority (DEWA) is given below:

Strengths	Weaknesses
<p>1.Sole provider of electricity, water, and district cooling in Dubai</p> <p>2.World's lowest electricity transmission- and distribution-network-line losses of 3.3%</p> <p>3.World's lowest Customer Minutes Lost (CML) of</p>	<p>1.43 minutes per year</p> <p>4.70% stake in Empower, the world's largest district cooling services provider by connected capacity</p> <p>5.Owner of Mohammed bin Rashid Al Maktoum Solar Park, world's largest single-site solar park in the world</p> <p>6.DEWA has excellent liquidity</p> <p>","</p>
Opportunities	Threats
<p>1.Dividend policies have weakened the DEWA's financial profile</p> <p>2.Too much influence of the Royal family of Dubai in the affairs of the company</p> <p>"],"["<b>Opportunities</b></p>	<p>1.Dubai will see a continuous increase in the water and electricity demand in the next five years</p> <p>2.Technological advances in the field of renewable and clean energy</p> <p>","</p>

**PESTLE Analysis :**

The PESTLE Analysis for Dubai Electricity and Water Authority (DEWA) is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.The government of Dubai has gone public with DEWA and plans to list 10 state industries in the market</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.UAE is witnessing rise in inflation in successive months</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Population of Dubai is forecasted to increase at a fast rate</p> <p>2.Continuously increasing demand for energy and water in Dubai</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Continuous technological innovation across the utilities industry</p> <p>2. UAE uses thermal desalination to make seawater potable</p> <p>3. EV Green Charger Initiative launched by government of Dubai to establish the infrastructure and build electric vehicle charging stations</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.5-year multiple entry visa has been introduced to help foreign staff move in and out of Dubai</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.UAE has shortage of natural drinking water because of the arid climate</p> <p>2.UAE Energy Strategy 2050 aims to increase the contribution of clean energy in the total energy mix from 25 per cent to 50 per cent by 2050 and reduce carbon footprint of power generation by 70 percent</p> <p>3.The UAE Water Security Strategy 2036 aims to ensure sustainability and continuous access to water during normal and extreme emergency conditions.</p>

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