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EMIRATES NATIONAL OIL COMPANY (ENOC) SWOT & PESTLE ANALYSIS

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Company Name : Emirates National Oil Company (ENOC)

Company Sector : Energy, Retail services, Convenience Stores, Food

Operating Geography : United Arab Emirates, Middle East, Global

About the Company :

Headquartered in Dubai, UAE, Emirates National Oil Company (ENOC) is a leading integrated, state owned global diversified energy group which operates in gas, coal industry and oil. Established in 1993, a wholly owned company of the government of Dubai, ENOC produced its first oil refinery of about 120,000 barrels per day. This multi- interest oil and gas company has operations in Dubai and Northern Emirates in UAE. The ENOC group consists of more than 30 related subsidiaries involved in storage, refining, aviation, retail and lubricant blending. The company processes, supplies and trades oil and gas products, as well as retails non-fuel and fuel services at retail stations. In April 2022, Emirates National Oil Company Group has been awarded with the Golden Peacock Award for sustainability. The other major awards and accolades received by Emirates National Oil Company Group (ENOC) are as follows- Dubai Gold Award for Quality, Transform Award Mena Bronze, Energy Sector Deployment of the Year Award and Corporate Social Responsibility Award. As of early 2022, the company employs approximately 10,222 people who serve around thousands of customers across 60 markets.

Emirates National Oil Company's vision statement reads "To be an innovative energy partner, delivering sustainable value and industry leading performance." ENOC's mission statement reads "To deliver world- class sustainable and integrated energy solutions. We do so by striving for excellence in operations, innovation and happiness for our employees, customers and partners." The Unique Selling Point or USP of ENOC (Emirates National Oil Company) lies in securing a leading position within the world's supply chain and retaining monopoly within its own country. With a good work force the ENOC Group provides world-class customer service, latest technologies, latest innovations and best practices towards the UAE's social and economic development.

Revenue :

Not disclosed

SWOT Analysis :

The SWOT Analysis for Emirates National Oil Company (ENOC) is given below:

Strengths	Weaknesses
1.Operating across diverse business sectors like production & exploration, supply and trading, aviation fuel, fuel retail, lubrication, convenience stores, food and beverages etc. 2.Large daily production capacity of processing over 213,000 barrels per day. 3.Present across 60+ countries and has ground operations in 10 countries. 4.Expanding operations through partnerships and investment in new technologies. 5.Awarded and recognized for its sustainable development which places the future of the company in a better position.	1.Weak network of the company's service stations outside the UAE 2.The energy business of the company is dependent upon only oil and gas which may affect it in the future.
Opportunities	**Threats**
1.To expand operations in the international market. 2.Compact and modern service stations are being set up and are set to grow in the future. 3.Expansion of service stations to set up charging stations for EVs.	1.Demand for switching to renewable energy resources may affect the oil business which forms majority of the company. 2.Supply disruptions can affect the global operations of the business. 3.Rise in the covid-19 cases in the future may affect the retail store businesses and demand for fuel.

PESTLE Analysis :

The PESTLE Analysis for Emirates National Oil Company (ENOC) is given below:

Political	Economical
1.UAE is reshaping its foreign policy and geopolitical strategy. 2.European countries are eyeing UAE oil and gas as replacement for Russia's supply.	1.Global oil prices are rising due to many shocks to the world economy. 2.Shipping costs have increased due to pressure on supply chain and shortage of containers.
Social	**Technological**
1.UAE residents are becoming increasingly considerable towards EVs. 2.Focus on scientific research and development initiatives to drive innovation	1.Oil companies are undergoing digital transformation to prevent disruptions after covid-19. 2.Retail automation is improving efficiency and benefiting customers.
Legal	**Environmental**
1.UAE government is implementing new labour laws.	1.UAE has joined Paris Climate agreement of reaching net zero emissions by 2050 in 202

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