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THE MANILA ELECTRIC COMPANY (MERALCO) SWOT & PESTLE ANALYSIS

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Company Name : The Manila Electric Company (Meralco)

Company Sector : Power Distribution

Operating Geography : Philippines, Southeast Asia, Global

About the Company :

The Manila Electric Company, also known as Meralco, is a Philippine power distribution company. It is Metro Manila's sole electric power distributor, with franchises for 36 cities and 75 municipalities, encompassing the whole National Capital Region and the exurbs that comprise Mega Manila. Meralco is an abbreviation for Manila Electric Railroad and Light Company, the company's actual name until 1919. Its franchise area of about 9,685 km² represents for only 3% of the Philippines' total land area yet accounts for 55% of the country's electrical output. Meralco will be celebrating 119 years of service in 2022, and is dedicated to providing reliable and inexpensive energy. The Manila Electric Company (Meralco) was recognised for displaying excellence in stakeholder communication at the recently concluded Gold Quill Awards, one of the most prestigious business communication awards programmes in the world. As of early 2022, the Manila Electric Company employees more than 5,000 people.

The USP of Meralco lies in it being the largest power distribution company in the Philippines. Meralco's mission statement reads, "To provide our customers the best value energy solutions—reliably, affordably, superbly, and sustainably." Meralco's vision statement reads, "To be a world-class energy solutions provider, powering our nation and empowering our people today and for generations to come."

Revenue :

PhP 318,547 million – FY ending 31st March 2021

PhP 275,304 million – FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for The Manila Electric Company (Meralco) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest private sector electric distribution utility company in the Philippines 2.Diversified service offerings through subsidiaries 3.Consistently increasing strong revenues from past 5 years 4.Highly customer-focused organization 5.Recipient of many prestigious awards 	<ul style="list-style-type: none"> 1.Dependency of Meralco on fossil fuels for its energy mix
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity to move towards sustainable future in the wake of energy crisis 2.Expansion of the online self-service business 3.Harnessing the power of data to drive business success 4.High investments for its capex program to meet growing demand 	<ul style="list-style-type: none"> 1.Blackouts due to mounting energy crisis 2.Costlier fuel and a weaker peso have prompted Meralco to implement rate hikes 3.Rising competition in the retail power market

PESTLE Analysis :

The PESTLE Analysis for The Manila Electric Company (Meralco) is given below:

Political	Economical
1.Impact of Russia-Ukraine war on the energy sector	1.Rise in rates due to weak peso and high oil prices
Social	Technological
1.Improvement in bill design to facilitate convenience 2.Provision of full electrification to underserved areas	1.Accelerating digital transformation through various initiatives 2.Setting of Information, Communication and Technology (ICT) command and control center
Legal	Environmental
1.Approval of rate hike by the courts 2.Involvement in lawsuits impact the reputation of the company	1.Commitment to become an environmentally responsible firm 2.Focus on employing green mobility

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