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ENGIE SWOT & PESTLE ANALYSIS

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Company Name : Engie

Company Sector : Electric Utility

Operating Geography : Europe, France, Global

About the Company : ENGIE is one of the largest and oldest companies in the energy business in France, with headquarters located in La Défense, Courbevoie. It operates in fields of energy generation and distribution, nuclear energy, natural gas and renewable energy. The company was formed as a result of the merger of Suez and Gaz de France in July 2008. It was only on April 24, 2015, that GDF Suez changed its name to the current name of ENGIE. In recent times since 2014, ENGIE is shifting from fossil fuel exploration to a greater focus on renewable energy production and energy efficiency. To this end, ENGIE's strategy is "to promote decarbonized energy (oil and coal replaced by renewables and natural gas that emit less greenhouse gases), decentralized energy (energy produced and stored as close as possible to its place of consumption), and digitized energy (big data and digital tools for energy efficiency and network management)". ENGIE started its Home Energy division in 2017 and started supplying 100% renewable electricity to domestic customers. It operates in more than 70 countries and has around 160,000 employees globally as of early 2019.

Revenue : 60.6 billion (FY ending Dec 2018) 59.6 billion (FY ending Dec 2017) 66.6 billion (FY ending Dec 2016)

SWOT Analysis :

The SWOT Analysis for Engie is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.World's largest independent utility with expertise in both upstream and downstream activities 2.Strong focus on research and development enabling innovation 3.Steady financial performance over the years 4.Transformation program accelerating development of core businesses 	<ul style="list-style-type: none"> 1.With exchange rates being volatile, negatively impacted by strong Euro 2.Presence in diverse markets governed by different business, FDI and tax rules 3.Facing a number of legal and anti-trust dispute proceedings
Opportunities	Threats
<ul style="list-style-type: none"> 1.Developed and emerging economies looking for cleaner and cheaper energy resources 2.Digital transformation of the utility sector 	<ul style="list-style-type: none"> 1.Complex market and macro-economic environment as a whole with significant commodity price volatility 2.Increased resistance and threats against nuclear energy

PESTLE Analysis :

The PESTLE Analysis for Engie is given below:

Political	Economical
1.Terrorism and Brexit increase geo-political risks which may dampen investment climate hurting growth 2.Price capping on energy tariffs	1.Volatile currency movements 2.Implementation of smart city projects globally to grow business
Social	Technological
1.Proliferation of smart-home devices changing customer attitudes	1.Smart technologies transforming the utility sector
Legal	Environmental
1.Evolving and varying power sector regulations globally	1.Transition strategy towards clean energy mix 2.Societal and environmental partnerships for sustainability

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