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HELIX ENERGY SOLUTIONS GROUP, INC. SWOT & PESTLE ANALYSIS

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Company Name : Helix Energy Solutions Group, Inc.

Company Sector : Offshore Services (Oil & Gas)

Operating Geography : United States, North America, Global

About the Company :

Helix Energy Solutions Group, Inc. was incorporated in 1979 and re-incorporated in 1983, in the state of Minnesota. It is an international offshore energy services company which provides specialty services to the offshore energy industry, with a focus on well intervention and robotics operations. Traditionally, the company's services have covered the lifecycle of an offshore oil or gas field. In recent years, it has seen an increasing demand for its services from the offshore renewable energy market. The Group has three reportable business segments, namely: Well Intervention, Production Facilities and Robotics. Helix Group provides a range of services to the oil, gas and renewable energy markets primarily in deep-water in the Gulf of Mexico, North Sea, Brazil, Asia Pacific and West Africa regions. As of early 2023, Helix Energy employed over 1300 employees.

The USP of Helix Energy is that it is a market leader in the oil and gas, well intervention and related robotics industry and has a large base of blue-chip customers. Helix energy's vision is "We pursue our business with integrity and respect for others and the communities in which we operate."

Revenue :

\$675 million - Fiscal year ending December 31, 2021 (-8% decline y-o-y)

\$734 million - Fiscal Year ending December 31 2020

SWOT Analysis :

The SWOT Analysis for Helix Energy Solutions Group, Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.World's leading provider of well intervention and subsea robotics technologies to offshore energy industry 2.Industry-leading, built-for-purpose fleet that can be mobilized worldwide 3.Strong focus on renewable energy and sustainability 4.Comprehensive array of solutions offered via strategic alliance with Schlumberger 	<ul style="list-style-type: none"> 1.Majority of backlog may not be realized and is concentrated among small number of clients 2.Significant amount of indebtedness for the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Large and growing addressable market in both well intervention and robotics 2.Improved rates of utilization in Brazil 3.Continued strong renewables trenching market in robotics segment 4.Increased opportunities for riser-based intervention in the North Sea 	<ul style="list-style-type: none"> 1.Technical disruptors in the industry create intense competition 2.Enhanced regulations for deep-water offshore drilling may reduce the need for services 3.Lack of full insurance coverage for marine vehicle operational risks

PESTLE Analysis :

The PESTLE Analysis for Helix Energy Solutions Group, Inc. is given below:

Political	Economical
1. Russia-Ukraine war impacting political relations globally	1.Oil prices drastically rose post Russia-Ukraine war 2.International operations are exposed to currency devaluation and fluctuation risk 3.Impact of COVID on business operations
Social	Technological
1.Training and retention of high-skilled employees is a competitive edge in the offshoring industry	1.Use of proprietary technology is a disruptor in the Offshoring industry 2.Information Security and cybersecurity is a major risk for businesses
Legal	Environmental
1.Mandatory compliance to anti-bribery laws 2.Employee and Health safety laws are mandatory for high-risk industries such as Offshoring	1.MARPOL, OPA 90, CERCLA, OCSLA and other environmental regulation govern the offshoring industry 2.Clean Water Act in the US mandates control on discharge of pollutants Unfavourable weather has a negative impact on offshoring business

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