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## AMPOL LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** Ampol Limited

**Company Sector :** Energy, Oil and Gas

**Operating Geography :** Australia, New Zealand, Global

**About the Company :**

Ampol Ltd., formerly known as Caltex Australia, is a publicly traded company in Australia that operates in the energy and fuel sector. The company was founded in 1936 and is headquartered in Sydney, Australia. Ampol is primarily engaged in the production, distribution, and marketing of transportation fuels, lubricants, and other specialty products. The company operates in various segments, including refining and supply, fuels and infrastructure, and convenience retail. Ampol has a strong brand presence in the region, with a network of around 1,900 service stations. In recent years, Ampol has focused on developing more sustainable and environmentally friendly solutions. The company has invested in research and development to create cleaner fuels and energy-efficient processes, as well as expanding its electric vehicle charging network. With a workforce of over 8,500 employees, Ampol serves millions of customers across Australia, New Zealand, and other Asia-Pacific countries, as of early 2023.

The USP of Ampol is that it is a leading player in the Australian energy and fuel sector, providing essential products and services to customers across various industries while also striving towards a more sustainable future. Ampol has a long-standing commitment to sustainability and has set ambitious targets to reduce its carbon emissions and transition to cleaner energy sources.

**Revenue :**

Euro 21,629.9 million dollars - FY ending 31st March 2022 (y-o-y growth 40.40%)

Euro 15,409.1 million dollars - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Ampol Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong relationships with mobility customers, embedded across both consumer and business channels</li> <li>2.Robust supply and marketing infrastructure</li> <li>3.Wide range of goods and services generating income from diversified sources</li> <li>4.Ampol enjoys supply chain expertise</li> </ul>	<ul style="list-style-type: none"> <li>1.Danger to the health and safety of workers, contractors, the general public, and the environment</li> <li>2.High debt leading to uncertainty over its debt repayment ability and time</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Holds privileged existing industrial land and assets which can be repurposed for manufacturing, storage and distribution of new energy solutions</li> <li>2.Operation at Lytton to provide platform for future energy technology and capability growth</li> <li>3.Investments in future energy solutions for customers</li> <li>4.Significant opportunity in the energy sector to transition from conventional sources to cleaner fuel</li> </ul>	<ul style="list-style-type: none"> <li>1.Changes in consumer demand, technology, and product offerings might significantly affect revenue</li> <li>2.Fluctuations in fuel prices can affect the company's business model and profitability</li> <li>3.Competition from other petroleum brands, such as Valero Energy</li> <li>4.Macroeconomic events leading to business interruptions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Ampol Limited is given below:

Political	Economical
1.Sealing of the fuel security package offer by the Australian government 2.The Australia\2013New Zealand have signed Closer Economic Relations Trade Agreement, commonly known as a free trade agreement	1.The ongoing war between Russia and Ukraine may pressure gasoline prices 2.Anticipated increase in Australia GDP
Social	Technological
1.Caltex rebranded to Ampol to reconnect with individuals and strengthen client relationships 2.High focus towards gender diversity	1.Growing trend of hydrogen-powered energy storage solution that is dependable, inexpensive, and sustainable
Legal	Environmental
1.Reporting of energy production, consumption, and greenhouse gas emissions as per the National Greenhouse and Energy Reporting Scheme 2.Legal dispute reigning over the Fuel Supply Agreement	1.Businesses embracing decarbonization strategy with great dexterity

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