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BP (BRITISH PETROLEUM) SWOT & PESTLE ANALYSIS

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Company Name : BP (British Petroleum)

Company Sector : Oil and Gas

Operating Geography : United Kingdom, Europe, Global

About the Company : BP is an oil and gas company whose headquarters are located in London, UK. It was erstwhile known as British Petroleum. It is a multinational company and is a “supermajor” amongst the world’s gas and oil companies. The company currently operates in 72 countries worldwide and has an employee count of around 74,500 as per 2016 records.

Revenue :US\$183.0 billion (2016)

SWOT Analysis :

The SWOT Analysis for BP (British Petroleum) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Operational Performance 2.Usage of developed technology 3.Global Presence 	<ul style="list-style-type: none"> 1.Oil Spills 2.Near-miss accidents
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential growth through new projects 2.Growing demand for energy 	<ul style="list-style-type: none"> 1.Responsible for global emissions 2.Cyber security a concern

PESTLE Analysis :

The PESTLE Analysis for BP (British Petroleum) is given below:

<p style="text-align: center;">Political</p> <p>1.Suspected ties with UK government 2.Gulf states supply deal</p>	<p style="text-align: center;">Economical</p> <p>1.Offshore investment boost needed 2.More utilization of North Sea assets</p>
<p style="text-align: center;">Social</p> <p>1.Social risk 2.Contribution of value to society</p>	<p style="text-align: center;">Technological</p> <p>1.Advancement in Seismic imaging technology 2.Detecting signs of early warning</p>
<p style="text-align: center;">Legal</p> <p>1.Greenhouse gases policy and regulation 2.Gulf of Mexico oil spill</p>	<p style="text-align: center;">Environmental</p> <p>1.Crucial role in enabling a lower carbon future 2.Renewable energy operated business in the oil and gas sector</p>

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