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EXXONMOBIL SWOT & PESTLE ANALYSIS

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Company Name : ExxonMobil

Company Sector : Oil & Gas

Operating Geography : North America, Global

About the Company : Formed by the merger of Exxon and Mobil in 1999, ExxonMobil Corporation is an American multinational oil and gas company, headquartered in Irving Texas. The company started as a regional marketer of kerosene, but then later grew up to be an advanced energy and chemical innovator, and one of the largest publicly traded company in the world. It has its operating facilities all over the world, oil and natural gas exploration in six continents. It invests in next generation technologies to meet the challenges of global economies and climate change. ExxonMobil has a diversified portfolio of high-quality projects in Upstream, Downstream and Chemical businesses. ExxonMobil Chemical, one of the company's brands, is considered as one of the largest chemical companies in the world. It converts crude oil into petrochemical feedstocks which is in medical equipment, electronics, clothing, vitamin capsules, tires and many such products. As of December 2020, the company has approximately 72,000 employees across all its facilities in the world. The company captured the position of No.10 in 2021 Fortune 500.

ExxonMobil's unique selling proposition or USP lies in being the world's largest publicly traded international oil and gas company. ExxonMobil mission statement reads, "Our mission is to provide quality chemical products and services in the most efficient and responsible manner to generate outstanding customer and shareholder value while remaining committed to the principles of sustainable development."

Revenue :

US \$178.57 billion (FY Ended December 31, 2020)

US\$ 255.58 billion (FY Ended December 31, 2019)

SWOT Analysis :

The SWOT Analysis for ExxonMobil is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Integrated and highly efficient business model 2.Broad global footprint 3.Strong financial performance 4.Focus on technological innovation creating strategic capabilities 	<ul style="list-style-type: none"> 1.Weak corporate governance 2.Environment issues and hazards 3.Involvement in human rights violation 4.Allegations over illicit dealings fuel worker's strike at the oil giant's unit in Central Africa 5.Lack of attention to climate risk leading to loss of business value:
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing demand of energy 2.Mergers & Acquisitions and Agreements 3.R&D in biofuels 4.Low Carbon Solutions to achieve climate goals 5.Capturing plump Stabroek success in Guyana 	<ul style="list-style-type: none"> 1.Regional and national regulations covering green-house emissions 2.Fluctuating Crude Oil Prices 3.Popularity of Alternate Fuel sources 4.Reduction in energy demand due to COVID-19

PESTLE Analysis :

The PESTLE Analysis for ExxonMobil is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Expanding in new territories 2.Government support and policies for embracing sustainability 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Changes in global energy demand
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Greater awareness among people regarding environmental issues 2.Increasing popularity of electric cars 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Technological innovation driven by R&D and collaborations 2.Breakthrough in biofuel research
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.High risks of law suits and penalties in case of oil spills and environmental damage 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Global switch towards cleantech 2.Oil spills, emission standards and environmental pollution

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