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ROSNEFT SWOT & PESTLE ANALYSIS

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Company Name : Rosneft

Company Sector : Oil & Gas

Operating Geography : Russia, Europe

About the Company : Rosneft is an integrated oil company whose largest shareholder is JSC ROSNEFTEGAZ owned by Russian Government. The headquarters of the company is in Balchug district of Moscow. Its parent company is Rosneftegaz and “Energy for growth” is the company’s tagline. Presently, Rosneft leads petroleum industry of Russia and is the world’s largest publicly traded petroleum company and it has positioned itself as a socially responsible company which minimizes any negative effects on environment. Rosneft does oil and gas exploration and production activities on Sakhalin island, Timan-Pechora field, Siberia and in southern Russia, including Chechnya. Rosneft has markets in Europe, US and the CIS nations. As per the reports of 2016, it is 51st largest company in the world and the Sales revenues and income generated by affiliate companies(RUB billion) was 4988.

Revenue :\$64.749 billion - FY 2016

SWOT Analysis :

The SWOT Analysis for Rosneft is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Increase in operating efficiency 2.Strong marketing operations 3.Largest retail network 	<ol style="list-style-type: none"> 1.Drop in the net income of Rosneft 2.Reserves concentration in Western Siberia
Opportunities	Threats
<ol style="list-style-type: none"> 1.Modernization and expansion of Company's export terminals 2.Expansion of operations in other parts of the world 	<ol style="list-style-type: none"> 1.Weak oil prices prevalent 2.Huge drops in earnings continual 3.Local demands doldrums

PESTLE Analysis :

The PESTLE Analysis for Rosneft is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Stricter Government laws 2.Some announcements made by the Prime Minister of Russia about state owned companies 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Huge drop in revenues of the company 2.Huge investments in Science and innovation and safety of the environment
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Local demand of oil continues to be stagnant 2.Weak oil prices in the market 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Implementing the program for upgradation of the refineries
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Steps taken related to selling of the Rosneft's stakes by the Government of Russia 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Safety and protection of the environment is the company's top priority

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