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ENEL SWOT & PESTLE ANALYSIS

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Company Name : Enel

Company Sector : Utilities

Operating Geography : Italy, Global

About the Company : Enel was founded in 1962 under National Board for Electricity and then transformed into a limited company in 1992. The Italian government holds 23.6% of the share capital. The company's main operation is to generate electricity and gases. In addition, it is spread over 34 countries in four continents with 69000 employees serving customers as of 2019. Main values for Enel is "Responsibility, Innovation, Trust and Proactivity". The company presently has the biggest customer base among their European competitors. The company is amongst Europe's leading energy companies by installed capacity and reported EBITDA. In 2018, Enel generated a total of about 250 TWh of electricity, distributing 485 TWh over its own grids and selling 295 TWh. The company's global reach extends from Europe to North America, Latin America, Africa, Asia and Oceania. In Europe the presence is across Spain, Russia, Italy, Romania, Greece, Bulgaria, Germany. In South America the company's presence is in Rio de Janeiro, Bogota, Buenos Aires, Santiago de Chile and Lima. Further the company is expanding in Indonesia and India as well.

Enel's vision statement reads "Open Power to solve the greatest challenges facing our world". Enel's USP or unique selling point lies in being the largest utility by capitalization in Europe as per 2018 records.

Revenue : 75, 672 million Euro – FY ending 31st December 2018 (y-o-y growth 1.4%) 74, 639 million Euro – FY ending 31st December 2017.

SWOT Analysis :

The SWOT Analysis for Enel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified business Model 2.Growing through acquisition 3.Industry leader in its operating sectors 4.Focus on Innovation 5.Focus on fostering sustainability 6.Centralized Organizational Model 	<ul style="list-style-type: none"> 1.Weak ROCE 2.High debt exposure
Opportunities	Threats
<ul style="list-style-type: none"> 1.Enel Power growth with new wind farms 2.Innovation, digitization and operating efficiency 3.The Rise of E-based Environment 4.Expansion of renewable energy footprint 	<ul style="list-style-type: none"> 1.Volatility in Global Fuel Prices 2.Exchange Risk 3.Impact of Fed Rate

PESTLE Analysis :

The PESTLE Analysis for Enel is given below:

Political	Economical
1.Ambiguous Brexit Negotiations 2.Political Uncertainty in Italy 3.Governmental regulations for renewable and conventional energy in different countries	1.Uncertain Monetary Policies 2.Commodity Prices
Social	Technological
1.Promoting social entrepreneurship 2 Focus on sustainable development 3.Changing societal needs to spiral energy demand	1.Innovation Hubs 2.Enel focus on digitalisation 3.New intelligent Charging solutions
Legal	Environmental
1.Amendment of regulations for hydroelectric concessions 2.Legal litigations	1.Decarbonisation and renewables 2.Open Power Strategy

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