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## MURPHY USA SWOT & PESTLE ANALYSIS

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**Company Name :** Murphy USA

**Company Sector :** Retail

**Operating Geography :** North America

**About the Company :** Murphy USA, a leading retailer of gasoline, was founded in 1996 by Murphy Oil Corporation. It serves as both retail gasoline store as well as a convenience store chain. It is ranked 291 among Fortune 500 companies. The primary focus of the store is to provide customers with low-cost fuel, tobacco and convenience store items. The company operates more than 1,400 fuel stations across USA. It has approximately 9000 employees in all its locations. In a day, the company serves approximately 1.6 million customers. Around 1000 of Murphy USA stores are located near the parking lots of Walmart retail stores. Post the end of Murphy USA and Walmart partnership in 2016, the company is now expanding its stores in new locations independent of Walmart locations to build new business avenues. The company also markets its other products at stand-alone stores under the name of Murphy Express.

**Revenue :** \$11.59 billion– FY ending Dec 2016

## SWOT Analysis :

The SWOT Analysis for Murphy USA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strategic locations</li> <li>2.Raze-and-rebuild program</li> <li>3.Diversified merchandise mix</li> <li>4.Cost leadership</li> </ul>	<ul style="list-style-type: none"> <li>1.Need for change in product positioning</li> <li>2.Dependence on established retail stores</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increased investment towards building new business avenues</li> <li>2.Change in oil regulations</li> </ul>	<ul style="list-style-type: none"> <li>1.Rise of a new competitor</li> <li>2.Uncertainty in oil prices in the world market</li> <li>3.Development of latest vehicles</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Murphy USA is given below:

Political	Economical
1. Trump Administration 2. Impact of world politics	1. Uncertainty in Oil prices in the world 2. Effect of global economy
Social	Technological
1. Growth of value-conscious customers in USA	1. Increase in manufacturing of latest vehicles by automakers 2. Latest technological innovations
Legal	Environmental
1. Change in oil regulations 2. Change in Corporate Average Fuel Economy standards	1. Demand impact due to natural calamities 2. New environmental policies by Trump administration

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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