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

PESTLE Analysis :

The PESTLE Analysis for Murphy USA is given below:

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

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