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PETRONAS SWOT & PESTLE ANALYSIS

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Company Name : PETRONAS

Company Sector : Oil & Gas

Operating Geography : Malaysia, Asia

About the Company :

PETRONAS (Petroleum Nasional Berhad) is a wholly Malaysian Government-owned oil and gas company, which was founded on 17th August 1974. The company is headquartered in PETRONAS Twin Towers in Kuala Lumpur, Malaysia and it oversees the entire oil and gas resources in Malaysia. It has featured in several national and international rankings and recently PETRONAS was ranked as one of the largest corporations in the world in Fortune Global 500 as of 2020. The company is engaged in several petroleum activities like marketing and distribution of petroleum products, exploration and production of oil and gas, refining of petroleum crude oil and purifying raw natural gas, operating gas transmission pipeline network, automotive engineering, and others. Half of the Malaysian Government budget depends on the Petronas's dividend and hence it is a substantial source of income for the government.

Petronas biggest “Vision Mission” is to become a leading oil and gas multinational of choice. Its core business comprises of oil and gas. The business case analysis of PETRONAS predicts a consistent strength in the crude oil price, due to significant rise in the air passengers over the next decade. This will create a major opportunity for Petronas. Its main USP lies in being Asia’s largest Oil and Gas Company which also participates in Motosports Formula 1. The growing demand for energy, inspires and strengthens their business and marketing strategy to steadily drive for new technologies and push boundaries towards a sustainable energy future.

Revenue :

RM 240.3 billion – FY ending Dec 31st 2019 (y-o-y growth -4.2%)

RM 251.0 billion – FY ending Dec 31st 2018

SWOT Analysis :

The SWOT Analysis for PETRONAS is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the strongest brand names to be present in several renowned International Auto Racing events 2. Operations in diversified breadth across supply chain 3. Strong foothold in LNG market and its investments initiatives 4. New research initiatives in developing advanced capabilities 	<ul style="list-style-type: none"> 1. Fatal accidents at various sites 2. Selloff of oil and gas assets in Alberta and cancellation of B.C. LNG project
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increase in crude oil prices expected 2. Increasing demand for oil and natural gas 	<ul style="list-style-type: none"> 1. The rise of US as an energy exporter 2. Increase in the number of EVs may cause next oil crisis 3. PETRONAS asked to exit operations in Myanmar due to Rohingya Crisis

PESTLE Analysis :

The PESTLE Analysis for PETRONAS is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Problems in Myanmar operations due to Rohingya Crisis 2.PETRONAS is given full authority over its major activities 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Super group of OPEC and non-OPEC countries in the making 2.Oil Prices reduced due to US oversupply 3.Impact of global economic growth on PETRONAS
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Massive job cuts in oil sector 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.New sensor technology for oil and gas industry 2.UAVs, Drones and Augmented Technology to provide helping hand 3.New drilling technologies
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Taxation policy of the Malaysian Government for PETRONAS 2.Regulated pricing mechanism for supply of gas to Peninsular Malaysia 3.Protection of Consumer Rights 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Harmful effects of oil exploration on the environment 2.Environmental sustainability through technology and other initiatives

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Client Support:
support@swotandpestle.com