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## HALLIBURTON SWOT & PESTLE ANALYSIS

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**Company Name :** Halliburton

**Company Sector :** Oil & Gas

**Operating Geography :** United States, Global

**About the Company :**

Halliburton is an American multinational energy firm which employs over fifty thousand people and has dual headquarters in Dubai and Houston. It operates in the petroleum and natural gas exploration and production domain in over 70 countries. It also offers digital and consulting energy solutions, volume optimizations and fluid systems amongst other services through its several subsidiaries. It has a strong corporate governance code and maintains high health, environment and safety standards within the firm. Its mission as a company identifies what it does today, why it does so and for whom. Its vision defines what it aspires to be like and gives it an image of success. As of early 2021, the company has 40,000 employees across all its offices. The company is ranked 211 in 2021 Fortune 500. On July 2021, the company was awarded with a contract to provide Production Chemicals and Associated Services for a large IOC in Oman.

Halliburton's unique selling proposition or USP lies in being one of the world's largest oil field service companies. Halliburton's mission statement as per their annual report is "To achieve superior growth and returns for our shareholders by delivering technology and services that improve efficiency, increase recovery, and maximize production for our customers."

**Revenue :**

US \$14,445 million (FY ended Dec 31st 2020) (year-on-year growth of -35.54%)

US \$22,408 million (FY ended Dec 31st 2019)

## SWOT Analysis :

The SWOT Analysis for Halliburton is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Multiple product service lines (14) with Drilling, Production, Consulting being its key focus</li> <li>2. Strong technology arm with heavy inclination towards continuous innovation</li> <li>3. Worldwide operations in across 70 countries with end-to-end service right from locating hydrocarbons to optimizing production</li> <li>4. Strong brand value and constantly rated as the top firms in the oil and gas service sector</li> </ul>	<ul style="list-style-type: none"> <li>1. Highly dependent on the international crude prices with volatility impacting its profitability</li> <li>2. International sanctions and trade restrictions impacts business both in terms of product and technology</li> <li>3. Negative profit margin, underperforming when compared to its key competitors</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. New Fracturing operations opportunities with high demand for Shale gas</li> <li>2. Utilizing latest patented technology to identify new exploration fields in times of depleting resources through its Landmark Solution subsidiary</li> <li>3. Increasing support to oil fields based deep in the ocean bedrock in the backdrop of rapidly depleting land-based oil wells</li> <li>4. Mergers and Acquisitions will help diversify the business</li> </ul>	<ul style="list-style-type: none"> <li>1. Indirect threat to oil prices from shale fracking would result in operational losses</li> <li>2. Increased competition in the oil and gas industry will wipe out the profitability</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Halliburton is given below:

Political	Economical
1.Political instability in Middle East and other countries impacting the operations of oil and gas industry. 2.Political conflicts between the countries and additional economic sanctions leads to disruption in business	1.Increased volatility in exchange rate can impact the financial condition of the company 2.Diversified geographic presence may lead to an increased interest rate risk
Social	Technological
1.Social risk and safety impact of its employees	1.Rapid technological changes in oil exploration and production domain especially in automation 2.Risk of Cyber-attacks disrupting the intellectual property, proprietary and confidential information 3.Leveraging automation technology to improve result of operation
Legal	Environmental
1.Laws pertaining to Intellectual property rights 2.Laws pertaining to taxation 3.Impact of changes in local laws	1.Maintaining an environmental strategy to reduce the carbon footprint

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