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GAZPROM SWOT & PESTLE ANALYSIS

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Company Name : Gazprom

Company Sector : Energy

Operating Geography : Russia, Asia, Global

About the Company : Gazprom is a global energy headquartered in Moscow, Russia. It currently operates in 20 countries across 4 continents and holds the world's largest natural gas reserve. It accounts for 12% of the global gas reserves. It exports gas to more than 30 countries beyond the former Soviet Union. Gazprom is involved in exploring, producing, transporting, storing, processing and selling oil and gas condensate and in generating and marketing of heat and electric power. The company has more than 469,000 employees as of January 2018. Gazprom's mission as per its annual report is "Reliable, efficient and balanced supply of natural gas, other energy resources and their derivatives to consumers. Gazprom's goal is to "Establishing itself as a leader among global energy companies by diversifying sales markets, ensuring reliable supplies, improving performance, and leveraging R&D capabilities."

Revenue :

Roubles 6,546.1 billion (FY ended December 31st 2017) (y-o-y 7% growth)

Roubles 6,111.1 billion (FY ended December 31st 2016)

SWOT Analysis :

The SWOT Analysis for Gazprom is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Vertical integration and an established portfolio of long-term contracts 2.Focus on Technology 3.Dominant Market share 4.Political support from government 5.Consistent financial performance 6.Transportation, Underground Storage and Distribution 	<ul style="list-style-type: none"> 1.Restricted number of markets with gas export mostly to stagnated European gas markets
Opportunities	Threats
<ul style="list-style-type: none"> 1.European and Asian market 2.Increasing market for LNG Projects 3.Expansion of Pipeline 	<ul style="list-style-type: none"> 1.Growing natural gas producers globally 2.Project delays due to US sanctions 3.Increasing focus on renewable energy

PESTLE Analysis :

The PESTLE Analysis for Gazprom is given below:

<p style="text-align: center;">Political</p> <p>1.Sanctions of US Senate. 2.Retreat of Russian state firms from the West.</p>	<p style="text-align: center;">Economical</p> <p>1.Exchange Rate of Russian Rubles. 2.Policies of European Union</p>
<p style="text-align: center;">Social</p> <p>1.Unconventional Gas Production. 2.Russian NGV Market.</p>	<p style="text-align: center;">Technological</p> <p>1.The Field Data and Well Control information system 2.Development of Polymer Bitumen Binders(PBB)</p>
<p style="text-align: center;">Legal</p> <p>1.Changes in Russian Custom Control 2.Unified Labour and Industrial Safety Management</p>	<p style="text-align: center;">Environmental</p> <p>1.Actionable steps to reduce environmental impacts 2.Popularity of gas as an environmental friendly fuel</p>

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