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## SAUDI ELECTRICITY SWOT & PESTLE ANALYSIS

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**Company Name :** Saudi Electricity

**Company Sector :** Power

**Operating Geography :** Middle East

**About the Company :** Saudi Electricity Company (SEC) stands as the primary electric energy provider in Saudi Arabia, holding a virtual monopoly on the generation, transmission, and distribution of electric power through its extensive network of 45 power generation plants across the country. Forbes recognized SEC's significant presence by ranking it as the 5th largest company in the Kingdom and 578th worldwide in 2019. Established in 2000 by the Order of the Council of Ministers, the company resulted from the merger of existing regional electricity entities in the Central, Eastern, Western, and Southern regions, creating a unified joint stock company. Headquartered in Al Aridh, Riyadh, Saudi Arabia, SEC is a major player in the energy sector, employing approximately 32,000 individuals as of 2023, making it one of the largest employers in Saudi Arabia.

Saudi Electricity Company's mission is "to provide electricity and enough generating capacity using highly reliable and high readiness production techniques to meet the growing electricity demand. The company achieves this with an optimum use of resources and investing all capabilities towards reaching its main purpose, i.e., decreasing the cost of electrical power production." Saudi Electricity Company's USP or unique selling point lies in being the biggest producer of Electricity powering the Kingdom employing the largest number of people in the region.

**Revenue :**

SAR 72.1 million - FY ending 31st December 2022 (y-o-y growth 4%)

SAR 69.3 million - FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Saudi Electricity is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Monopoly in the production, transmission, and distribution of electricity in Saudi Arabia</li> <li>2.Subsidized electricity tariff for residential consumers</li> <li>3.Strategic geographic location, availability of cheap raw materials</li> </ul>	<ul style="list-style-type: none"> <li>1.Heavy dependence on the state due to high government funding</li> <li>2.Operations are confined exclusively to the boundaries of Saudi Arabia</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing demand for electricity due to the fast growth of the economy</li> <li>2.Move towards sustainable and intelligent infrastructure</li> <li>3.Broaden its range of offerings by incorporating renewable energy sources</li> <li>4.Enter into strategic partnerships to strengthen the power infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>1.The regulatory environment has become more complex in Saudi Arabia</li> <li>2.Recruiting and retaining qualified and talented manpower</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Saudi Electricity is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.The government is responsible for setting electricity tariffs 2.Political interference and bureaucracy</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Plans to increase tariffs 2.Increasing demand due to the growing economy 3.Increase dependence on local industries to help the national economy grow ";"</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Retaining employees in the scenario of increasing competition 2.Changes in organization systems to introduce direct communication with customers 3.Social and religious restriction in Saudi Arabia</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Establishment of a smart grid center at King Abdulaziz city 2.Use of various technologies to reduce emissions 3.Risks due to the rapid development of technology and information security ";"</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Increasing pressure to conform to changing rules and regulations 2.Stringent and unwelcoming employment policies for foreign nationals</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Establishment of Kingdom's Vision 2030 ";"</p>

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