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## EXELON SWOT & PESTLE ANALYSIS

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**Company Name :** Exelon

**Company Sector :** Utilities

**Operating Geography :** USA and Canada

**About the Company :** Exelon is a Fortune 100 company headquartered in Chicago, Illinois, having approximately 34,600 employees as of 2018, serving customers across 48 US states, District of Columbia and Canada. It is involved in power generation, competitive energy sales, transmission and delivery businesses. Exelon was formed by the merger of Unicom Corporation (formerly Commonwealth Edison Company) and PECO Energy Company (formerly Philadelphia Electric Company) in October 2000. In, 2012, Exelon Corporation acquired Constellation Energy Group, Inc. and in 2016, Exelon acquired Pepco Holdings Inc.

Over the years, this American Fortune 100 energy company, has won many awards in sustainability, community, corporate excellence and diversity. It is the only company to feature on the Fortune 100 list and the Dow Jones Sustainability North America Index for the 12th consecutive year. The Company's competitive advantage is its integrated business model that gives it a platform to pursue a number of different opportunities to stay relevant in a time of transformation in the industry.

Exelon's vision is to aid the progress of its customers and communities through best-in-class performance, innovation and thought leadership. Exelon's mission is to become a leading diversified energy company providing clean, reliable, affordable and innovative energy products. The company's values are: safety, excellence, innovation, integrity and diversity. Exelon's USP or unique selling proposition lies in it being the largest electric parent company in the United States by revenue, the largest regulated utility in America alongside being the largest operator of nuclear power plants in the United States.

**Revenue :**

\$33.53 billion – FY ending 31st Dec 2017 (y-o-y growth 6.9%)

\$31.36 billion – FY ending 31st Dec 2016

**SWOT Analysis :**

The SWOT Analysis for Exelon is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence across the energy value chain</li> <li>2.Strong culture of innovation</li> <li>3.Strong performance of power generation division</li> </ul>	<ul style="list-style-type: none"> <li>1.Low nuclear power generation capabilities</li> <li>2.Insufficient cash flow from operations for investing activities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rise of social media and data analytics</li> <li>2.Growing market for renewable energy</li> <li>3.Popularity of blockchain technology</li> </ul>	<ul style="list-style-type: none"> <li>1.High competition</li> <li>2.High vulnerability to cyber attacks</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Exelon is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Tax cuts by the US government</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Changing supply and demand profile of the utilities industry</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Growing demand for renewable sources 2.Ageing workforce in the utilities sector</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Rise of social media and data analytics 2.Popularity of blockchain technology 3.Implementation of smart grid technology</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Intellectual property rights 2.Data protection laws</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Hazards of nuclear waste 2.Pollution from non-renewable sources of power</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Exelon** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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