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TOTAL S.A. SWOT & PESTLE ANALYSIS

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Company Name : Total S.A.

Company Sector : Oil & Gas

Operating Geography : Europe, Global

About the Company : Total S.A. is a French oil and gas MNC's and one of the seven "Supermajor" oil and gas companies globally. Established in 1924, Total is headquartered in Paris, France and employees more than 100,000 people across 150 nationalities. Total also manufactures industrial chemicals and also a present in solar energy through its subsidiary SunPower.

Revenue :

US \$149.09 billion - FY ending 31st Dec 2017 (year-on-year growth of 16.5%)

US \$127.92 billion – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Total S.A. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Resilient upstream and downstream performance in challenging environment 2. Investments in low carbon business and R&D to help sustain future growth and profitability 3. Continuous cost reduction by total is accelerating competitive advantage 4. Impressive safety record ensuring high availability in exploration and production 	<ol style="list-style-type: none"> 1. Divestment of oil sands assets in Canada due to concerns of climate change and profitability impact 2. Payment of penalties for implication in lawsuits in United States over bribery charges and manipulation of natural gas prices
Opportunities	Threats
<ol style="list-style-type: none"> 1. Lower prices are stimulating LNG demand and Total's integrated gas portfolio will help to expand along the gas value chain 2. Total in a comfortable position to leverage world-class Asia-Middle East platforms 	<ol style="list-style-type: none"> 1. Political turmoil and uncertainty in Middle East \u2013 a major business area for total 2. Low oil prices leading to production cuts and lower investments

PESTLE Analysis :

The PESTLE Analysis for Total S.A. is given below:

<p style="text-align: center;">Political</p> <p>1.Global political developments leading to economic uncertainty</p> <p>2.Investment pact in Iran's South Pars field uncertain following delay in sanction waivers</p>	<p style="text-align: center;">Economical</p> <p>1.Impact on fall in crude oil prices</p> <p>2.Adverse currency movements</p>
<p style="text-align: center;">Social</p> <p>1.Improving preference for electric vehicles and use of renewable energy</p>	<p style="text-align: center;">Technological</p> <p>1.Strong investments in R&D for technology innovation</p> <p>2.Leveraging supercomputing for exploration and field management decision making</p>
<p style="text-align: center;">Legal</p> <p>1.Greenhouse gas policies and regulation</p> <p>2.Penalties for implication in lawsuits and bribery scandals</p>	<p style="text-align: center;">Environmental</p> <p>1.Investments and development of renewable energies</p>

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