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REPSOL SWOT & PESTLE ANALYSIS

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Company Name : Repsol

Company Sector : Oil and Gas

Operating Geography : Spain, Europe, Global

About the Company : Repsol is a 32-years old company in the energy sector and is based in Madrid, Spain. It operates in 37 countries across Europe, South America, North America, Africa and Asia. With a workforce of over 25000, it is one of the major explorer and producer of Oil and Gas in the world. Repsol supplies its products worldwide and the major buyers are corporates and national governments. Repsol has activities and operations in the Upstream as well as the downstream channel. In the upstream, it has got the vital operation of exploring and producing oil and gas. Its downstream operations include refining of crude oil, petrochemicals and marketing of Petroleum Products (including LPG). It also carries out production and supply of electricity. Repsol targets the use of low-carbon Gas as the source for energy in the future.

Repsol's mission statement as per its website is to "Be an energy company committed to a sustainable world with a forward-looking vision based on innovation, efficiency, and respect, and on creating value to promote progress in society." Repsol's vision as per its website is to "Being a global, energy company based on innovation, efficiency, and respect, sustainably creates value to promote progress in society."

Revenue :

49,701 million – FY ended Dec 31st, 2018 (y-o-y growth of 20.5%)

41,242 million – FY ended Dec 31st, 2017

SWOT Analysis :

The SWOT Analysis for Repsol is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large size and scale with diverse operational areas 2.Strong Upstream and downstream presence 3.Robust Distribution Network 4.Strategic Partnership with Honda and GPN 5.Sound financials and shareholder returns 	<ul style="list-style-type: none"> 1.Low synergy realization from acquisition 2.Lower exploration success rate
Opportunities	Threats
<ul style="list-style-type: none"> 1.Implementation of low-carbon business and recent explorations 2.Adoption of Natural Gas as energy source 3.Downstream expansion to drive growth 	<ul style="list-style-type: none"> 1.Declining Oil Reserves 2.Advent of electric vehicles 3.Competition in western market

PESTLE Analysis :

The PESTLE Analysis for Repsol is given below:

Political	Economical
1. Political Stability in existing markets 2. Re-imposing of US sanctions on Iran impacting oil prices	1. Volatility in oil prices 2. Trade war between US and China
Social	Technological
1. Production safety concerns 2. Adoption of environment-friendly fuels	1. Scope for automation 2. Digital Transformation in oil and gas
Legal	Environmental
1. Health and safety norms 2. Impact of taxation Policies	1. Disposal of waste 2. Contribution to UN sustainable development goals

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