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BHP BILLITON SWOT & PESTLE ANALYSIS

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Company Name : BHP Billiton

Company Sector : Metals and Mining

Operating Geography : Australia, UK, Global

About the Company :

BHP Billiton is an Anglo-Australian mining behemoth formed as a merger between BHP and Billiton, which were two mining companies formed in mid-1800s. BHP Billiton is nicknamed as “the Big Australian” as it is one of the largest companies in Australia. It ranks among the world’s largest producers of significant commodities which include metallurgical coal and copper, iron ore, alongside having marked interests in gas, energy coal, and oil. The company’s operating model has equipped it to leverage technology and integrated systems, clone expertise with the application of top standards of transparency and governance. BHP functions within a Dual Listed Company formation having two parent or controlling companies (BHP Group Pic and BHP Group Limited) functioning as if it were one economic body, being called BHP. It is headquartered in Melbourne, Australia and operates in over 90 locations globally and has more than 80,000 employees as of early 2022.

BHP’s corporate purpose is to “create long-term shareholder value through the discovery, acquisition, development and marketing of natural resources.” BHP Billiton’s strategy as per their website is “to own and operate large, long-life, low-cost, expandable, upstream assets diversified by commodity, geography and market.” BHP’s USP or unique selling proposition lies in being the largest mining player of the globe by market capitalization.

Revenue :

US\$ 60,817 million - FY ending 30th June 2021 (y-o-y growth 41.66%)

US\$ 42,931 million - FY ending 30th June 2020

SWOT Analysis :

The SWOT Analysis for BHP Billiton is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1.Diverse portfolio of natural resources 2.Consistently strong financial performance and shareholder returns 3.Wide international presence 4.Strong reduction in debt increases capital availability and credit rating. 5.Attractive returns with minimal risk by leveraging latent capacity. | <ol style="list-style-type: none"> 1.Past history of mishaps may affect reputation. 2.Major dependence on Chinese markets |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Mergers & acquisitions and joint-ventures 2.Leveraging strong financials to expand operations 3.Focus on innovation and technology to improve productivity, safety and value 4.Global long-term outlook intact for energy, metals and commodities. 5.Benefit from the transition to clean energy. | <ol style="list-style-type: none"> 1.Fluctuations in demand and China slowdown may lead to price volatility 2.Community protests against company activities can affect business. 3.Fluctuations in commodity prices and impacts of global economic volatility 4.Operations may be affected due to government regulations. 5.Supply chain disruptions can affect operations. |

PESTLE Analysis :

The PESTLE Analysis for BHP Billiton is given below:

| Political | Economical |
|--|---|
| <ul style="list-style-type: none"> 1.China has banned the import of Australian coals since 2020 due to deterioration in diplomatic ties. 2.Ukraine- Russia war has disrupted the global supply chain. 3.Chile's move to nationalise the mining industry has been turned down by the parliament. | <ul style="list-style-type: none"> 1.Interest rate risk on borrowings and investments 2.Inflation is causing a rise in the prices of commodities, metals etc. |
| Social | Technological |
| <ul style="list-style-type: none"> 1.Growth in population, urbanization and new demand centres 2.Infrastructure establishment and local rapport 3.Investments in STEM skills critical for driving technology innovation | <ul style="list-style-type: none"> 1.Technological innovation providing edge over competitors 2.Internet of Things (IoT) driving innovation in mining |
| Legal | Environmental |
| <ul style="list-style-type: none"> 1.Regulatory uncertainties can adversely affect operations 2.New work health and safety rules have been implemented in Western Australia | <ul style="list-style-type: none"> 1.Conservation and ongoing management for biodiversity and ecosystem 2.Collaboration to build a sustainable industry 3.The demand for a decarbonized society has led to search for suitable alternatives. |

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