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ORIGIN ENERGY SWOT & PESTLE ANALYSIS

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Company Name : Origin Energy

Company Sector : Energy

Operating Geography : Australia, Papua New Guinea, New Zealand, South Pacific

About the Company : Started in the year 2000, Origin Energy quickly captured the Australian markets and stands today as the no. 1 energy retailer of the nation. The company works in the domain of gas explorations, power generation and energy retailing, making its operations completely integrated. Prior to 2000, Origin Energy was a part of Australian conglomerate Boral Ltd. Origin Energy is a key player in Australia energy supply chain. Their gas exploration and production portfolio lie in Australia, New Zealand, and after 18 years in the industry, they underwent a rebranding and repositioning. Now, the company aims to deliver “good energy” to its customer at affordable prices.

Origin Energy’s vision statement per the company resources is to “Lead the transition to a cleaner, smarter and customer-centric energy future.”

Revenue :

Total Segment Revenue

A\$ 14,344 million – FY ended 30 June 2018 (year-on-year growth of 6%)

A\$ 13,558 million – FY ended 30 June 2017

SWOT Analysis :

The SWOT Analysis for Origin Energy is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Integrated operations across the energy value chain 2.Strong market position in Australia 3.Continuous growth since inception 4.Customer centric approach 5.Strong measures for sustainability and reduction of emissions 	<ul style="list-style-type: none"> 1.Limited market presence 2.Infrastructure failures
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion in new markets 2.Technology innovations such as Smart Meters for energy efficiency 	<ul style="list-style-type: none"> 1.Increasing concerns for climate change 2.Strong competition across business segments 3.Fluctuation in oil prices 4.Uncertainty of resources

PESTLE Analysis :

The PESTLE Analysis for Origin Energy is given below:

Political	Economical
1.Regulatory policies and government interventions 2.Origin and Australian LNG sector may benefit from U.S. \u2013 China trade war	1.Foreign Exchange and interest rates 2.Fluctuation in prices of raw materials
Social	Technological
1.Rising concerns for global warming 2.Change in consumer demand	1.Technology innovations disrupting existing business models 2.Future of energy - cleaner and smarter 3.Cyber Security - a major concern
Legal	Environmental
1.Whistle blower allegations leading to legal troubles 2.Cost pressures from regulations such as VDO and DMO	1.Combating climate change and other sustainability initiatives 2.Using Artificial Intelligence (AI) to improve energy efficiency

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