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SASOL SWOT & PESTLE ANALYSIS

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Company Name : Sasol

Company Sector : Energy and Chemicals

Operating Geography : South Africa, Africa, Global

About the Company : Sasol is an energy and chemical producer headquartered in Johannesburg, South Africa. It is South Africa's largest liquid fuels producer as well as its largest manufacturer of chemical products. Founded in 1950, Sasol was set up using public funds from the South African Industrial Development Corporation. The firm initially operated factories built by the Germans in WWII to provide fuel for its military forces in Africa.

In 1970, Sasol was partly privatized in order to raise capital for a third plant. In the early 2000s Sasol began international operations. It was listed on the New York Stock Exchange in 2003 which was followed by investments into facilities in Qatar and a joint venture in Malaysia. Sasol also began pursuing exploration in Canada and the United States. Sasol's Lake Charles Chemical Plant (LCCP) based out of Louisiana is its largest foreign investment. The plant was supposed to be operational in the first quarter of 2019, however it is currently facing prolonged delays and cost overruns, driving up costs and pushing forward its initiation.

In 1996 South African operations accounted for about 77% of Sasol's revenue which fell to 46% in 2014 with the advent of international operations. However, operations in South Africa still contribute the majority of the firm's profits. Sasol has a very diverse product portfolio ranging from fuel for vehicles and aviation, energy for households and businesses, natural gas, high value chemicals and petrochemical by-products such as wax and surfactants. Its value chain is vertically integrated to a large extent as Sasol has captive coal and natural gas mines and oxygen production units supplying critical raw materials at low cost of procurement. The firm also purchases crude oil, paraffin, ethylene from the global market as feedstock for its production processes. Sasol has over 31,000 employees globally as of 2020.

Sasol's vision as per the company website is "To be a leading integrated global chemical and energy company, proudly rooted in our South African heritage, delivering superior value to our

stakeholders”.

Revenue :

Rand 203.57 billion – FY ended 30th June 2019

Rand 181.46 billion – FY ended 30th June 2018

Rand 172.40 billion – FY ended 30th June 2017

SWOT Analysis :

The SWOT Analysis for Sasol is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global integrated chemicals and energy 2.Environmentally sustainable value creation 3.World's largest oxygen production plant and in-house oxygen supply 4.Winning mining rights till 2050 5.Completely integrated value chain 	<ol style="list-style-type: none"> 1.Steeply Rising Debts 2.Asset Impairment 3.Production interruptions impacting output 4.Low credit rating with negative outlook 5.Delays and cost overruns at LCCP
Opportunities	Threats
<ol style="list-style-type: none"> 1.Upstream Exploration in Mozambique 2.Strong growth in world chemicals market 	<ol style="list-style-type: none"> 1.Exchange rate volatility 2.Stiff competition in energy and chemical segments

PESTLE Analysis :

The PESTLE Analysis for Sasol is given below:

Political	Economical
1.Geopolitical and escalating trade tensions 2.Government subsidies and Incentives for Sasol	1.Global Oil & Energy Market Volatility 2.Currency Exchange Rate Implications
Social	Technological
1.Growing population driving demand in Sasol's markets 2.Increasing acceptance of sustainable energy sources 3.Economic empowerment through Sasol Khanyisa and B-BBEE 4.Gender and Ethnic Diversity, Employee Development	1.Digital Transformation in the Petrochemical Industry 2.R&D and Technological Advancement
Legal	Environmental
1. Workers Union Strike 2. Tax Related Disputes	1.Mitigating Impact on Climate Change 2.Air, Water & Waste Management

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