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ENBRIDGE SWOT & PESTLE ANALYSIS

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Company Name : Enbridge

Company Sector : Oil and Gas

Operating Geography : Canada and United States

About the Company : Enbridge is a global company which mostly deals with the energy distribution and creation related activities. To be precise, Enbridge deals with the transportation, distribution and generation of energy. Enbridge was established in the year 1949. Their main business dealings lies in the laying out of pipelines for distributing non- renewable source of energy i.e. natural gas and crude oil. They have their headquarters in Calgary, Alberta (Canada). Most of their oil depositories are based in and around Canada, especially western Canada. From Canada, they export the energy to United States. They are known to be the longest transportation system for crude oil and gas in the world. They are also setting up new projects, with already established ones in North America for the generation of renewable sources of energy like wind, geothermal, solar etc.

Enbridge's vision statement reads "to be the leading energy infrastructure company in North America. In pursuing this vision, we play a critical role in enabling the economic well-being and quality of life of North Americans, who depend on access to plentiful energy. We transport, distribute and generate energy, and our primary purpose is to deliver the energy North Americans need and want, in the safest, most reliable and most responsible way possible. Among our peers, we strive to be a leader in several key areas that create sustainable comparative advantage and value for shareholders including: worker and public safety, environmental protection, stakeholder relations, customer service, community investment and employee satisfaction."

Revenue :

\$46,378 – FY year ending 31st Dec 2018 (y-o-y growth 4.5%)

\$44,378 – FY year ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Enbridge is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1.Runs the World's longest and most complex crude oil and liquids transportation system. 2.Geographic locational advantage 3.Natural gas pipelines connect key supply basins to North America's largest demand centres 4.Runs North America's largest natural gas utilities. 5.Strong order book for sustainable growth. 6.Decades of outstanding growth in energy infrastructure in North America 7.Superior Low-risk Business Model | <ul style="list-style-type: none"> 1.Environmental risks 2.Compliance with government and environmental policies attracting heavy weight expenses |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Paradigm shift from conventional energy sources to renewable energy sources 2.Invest in technology and innovation to strengthen competitive position and business performance 3.Invest in green and clean energy solutions. 4.Decrease in investing cash flow signalling investment opportunities | <ul style="list-style-type: none"> 1.Increase in Social awareness of non-renewable resources. 2.Competition from indigenous service providers 3.Volatility of global fuel prices 4.Depleting conventional sources of energy |

PESTLE Analysis :

The PESTLE Analysis for Enbridge is given below:

| Political | Economical |
|--|---|
| 1.Political regulations impacting Enbridge operations. 2.Change in policies for the rights and interests of indigenous people | 1.Change in exchange rates. 2.Risks due to economic regulation 3.Change in commodity prices and Government policies |
| Social | Technological |
| 1.Growing demand for energy 2.Attract and retain manpower. 3.Growing awareness and transition to a low carbon future | 1.IOT in logistics. 2.Data protection problems. 3.Bio mining rare earths critical for the future of technology |
| Legal | Environmental |
| 1.Stringent health and safety laws. 2.Operational legal laws | 1.Opposition from local farmers and landowners. 2.Environmental risks impact the process time. |

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