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## ROYAL DUTCH SHELL SWOT & PESTLE ANALYSIS

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**Company Name :** Royal Dutch Shell

**Company Sector :** Oil and Gas

**Operating Geography :** Netherlands, Europe, Global

**About the Company :** Royal Dutch Shell is a Dutch energy company headquartered in The Hague, Netherlands. The company is involved in production, exploration, refining and marketing natural gas and oil, as well as marketing and manufacturing chemicals. Shell operates in more than 70 countries and has 82,000 employees in 2021. The company has 21 refineries and produces 3.7 million barrels of oil per day. The company consists of 4 businesses: Upstream, Downstream, Integrated Gas and New Energies. Upstream focuses on exploration, extraction, marketing and transport of crude oil and natural gas. Downstream focuses on oil products and petrochemicals. Integrated Gas focuses on Liquefied Natural Gas activities. New Energies focuses on opportunities in upcoming energy sources like hydrogen, biofuels, wind and solar. In 2021, Shell ranked 5th in Fortune 500 2021. In July 2021, the company started Europe's largest PEM green hydrogen electrolyser which will help in the production of hydrogen and contribute in achieving the goal of climate neutrality.

Royal Dutch Shell's unique selling proposition or USP lies in being one of the largest Oil and Gas Company in Europe. Royal Dutch Shell's mission statement reads, "Shell's purpose is to power progress together with more and cleaner energy solutions. We believe that rising standards of living for a growing global population are likely to continue to drive demand for energy, including oil and gas, for years to come."

**Revenue :**

\$ 180.5 billion - FY ending 31st January 2021 (y-o-y growth -47.7%)

\$ 344.9 billion - FY ending 31st January 2020

**SWOT Analysis :**

The SWOT Analysis for Royal Dutch Shell is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the world's largest independent energy companies</li> <li>2. Strong financial performances and delivery on promises</li> <li>3. Business model based on integration of the businesses is a competitive advantage</li> <li>4. High focus on technology and innovation</li> </ul>	<ul style="list-style-type: none"> <li>1. Struggle to resolve safety and trust issues</li> <li>2. Earnings of the company not yet sustainable</li> <li>3. Large-scale layoffs to combat losses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Rising demand for LNG worldwide</li> <li>2. Positive outlook for the African oil and gas industry</li> <li>3. Growing market for biofuels worldwide</li> </ul>	<ul style="list-style-type: none"> <li>1. Fluctuation in prices of crude oil, chemicals and natural gas</li> <li>2. High competition in the oil and gas industry</li> <li>3. Disruption of operations by cyber attacks</li> <li>4. Rising climate change concerns may lead to regulatory measures</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Royal Dutch Shell is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Hostility in the Niger Delta towards foreign oil companies</li> <li>2.Political lobbying by oil corporations to block climate change policies</li> <li>3.Instability in the Persian Gulf and Middle East</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Differing economic conditions across the world</li> <li>2.Slowdown in global oil demand</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Negative social perception about oil and gas industry</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Artificial intelligence applications in battery technology</li> <li>2.Application of blockchain technology at various points of oil and gas supply chain</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Antitrust and competition laws</li> <li>2.Trade compliance laws and regulations</li> <li>3.Data protection laws across the world</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Rising focus on sustainability across the world</li> <li>2.Issues related to rising concern about climate change</li> <li>3.Geological issues caused by operations (Page 17 Groningen earthquakes)</li> </ol>

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