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## CENTRICA PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Centrica Plc

**Company Sector :** Utilities

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Established in 1997, Centrica is one of the leading providers of energy services and solutions, headquartered in Windsor, United Kingdom. The company strives to keep the carbon emissions at its minimum, and simultaneously, supply energy effectively to its customers. Previously involved in oil and gas production, Centrica exited this business vertical in 2019 and shifted its focus completely towards its customers. Centrica has two divisions, namely Centrica consumer and Centrica business. Both the divisions follow customer centric strategy and are involved in the optimized supply of energy and providing energy solutions. Centrica has positioned itself as a low-cost provider, trying to gain advantage over its competitors through cost leadership. Along with having a low cost, it also strives to provide a paradoxical combination of high-quality services to its customers. Centrica has approx. 27,000 employees as of January 2020.

Centrica's purpose states "We are an energy services and solutions company, focused on satisfying the changing needs of our customers, enabling the transition to a lower carbon future." Centrica's USP or unique selling proposition, lies in being the largest supplier of gas to domestic customers in the United Kingdom, and one of the largest suppliers of electricity, popularly known with its trade name as Scottish Gas in Scotland and British Gas in England and Wales.

**Revenue :**

£22.7 billion– FY ending 31st Dec 2019 (y-o-y growth = (-) 3%)

£23.3 billion– FY ending 31st Dec 2018

## SWOT Analysis :

The SWOT Analysis for Centrica Plc is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Specialising in fast-growing market of skincare</li> <li>2.Niche market of cruelty-free and sustainable products</li> <li>3.Focus on consumer demand of climate-conscious and vegan product offerings</li> <li>4.Industry expertise through generations</li> <li>5.Transparent supply chain ensuring consumer loyalty</li> </ol>	<ol style="list-style-type: none"> <li>1.Limited opportunities to grow due to serving niche customers</li> <li>2.Pricing options higher than average skincare products</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Diversifying into more skincare products</li> <li>2.Growing consumer base through key partnerships and alliances</li> <li>3.Expanding outside the United States</li> <li>4.Recovery of demand places the company on a growth path</li> </ol>	<ol style="list-style-type: none"> <li>1.Facing competition from bigger companies such as Loreal and Unilever</li> <li>2.Inflationary pressures and US macroeconomic environment</li> <li>3.Managing pricing and production in line with mass production</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Centrica Plc is given below:

Political	Economical
1. Policy changes towards small businesses 2. Geopolitical risks may affect supply chain	1. Economic recovery post COVID-19 2. Inflationary pressures in the US
Social	Technological
1. Changing demographic dynamics influencing strategy 2. Innovative market strategies for increasing consumer base	1. Increasing use of technological innovation in supply chain 2. Robust research and development for creating products and services
Legal	Environmental
1. Litigations and lawsuits may impact operations and revenues	1. Focus on climate-conscious value chain 2. Sustainable product offerings gaining popularity

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**