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PETROBRAS SWOT & PESTLE ANALYSIS

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Company Name : Petrobras

Company Sector : Oil and Gas

Operating Geography : Brazil, South America, Global

About the Company : Petrobras is a Brazilian oil and gas Company that was founded in 1953 to engage in the exploration, production, refining and transport of domestic petroleum and petroleum products. The oil and gas titan is present in the exploration and production, refining, marketing, transportation, petrochemicals, oil product distribution, natural gas, electricity, chemical-gas and biofuels. Originally a state-owned monopoly, Petrobras became majorly owned by the state but competes with other Brazilian companies as well as against foreign companies. Petrobras also partners with domestic and foreign companies and operates in more than 25 countries around the world. It is the largest corporation in both Brazil and South America. Its headquarters are in Rio de Janeiro.

The company operates numerous refineries in Brazil and other countries, and its service stations are present throughout South America. Through its petrochemicals division, it produces base chemicals such as ethane, propylene, and benzene. It also produces biodiesel from oilseed plants and is a major distributor of ethanol for use in Brazil's ambitious gasohol program. The company's strategic plan 2040 includes transversal strategies like Competitiveness, Cost Efficiency, Digital transformation, Partnerships, Culture. Petrobras employs around 63,400 people globally as of 2019.

Petrobras vision statement reads "An integrated energy company that evolves with society, generates high value, and has a unique technical capability." Petrobras USP or unique selling point lies in enjoying market leadership position in Latin America as the company with the highest market value.

Revenue :

Total Net Sales:

\$95584 million – FY ended 30th Dec 2018

\$ 88827 million – FY ended 30th Dec 2017

SWOT Analysis :

The SWOT Analysis for Petrobras is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Growth in free cash flow 2.Strong global presence 3.Robust brand power 4.Growth through strategic partnerships 5.Strong divestment plans 	<ol style="list-style-type: none"> 1.High debt to equity ratio 2.Major dependency on home country Brazil 3.Bound by legal obstacles
Opportunities	Threats
<ol style="list-style-type: none"> 1.New growth opportunities in technology 2.Expanding investment plans 3.Ramping production of natural gas and oil 4.Rising need for digitization 	<ol style="list-style-type: none"> 1. Lava Jato Litigation 2. Threats to divestment plans

PESTLE Analysis :

The PESTLE Analysis for Petrobras is given below:

Political	Economical
1.Political turmoil and uncertainties 2.Rising trade disputes between the US and China 3.Government interventions and unsettled agreements	1.Rising unemployment rates 2.Fluctuations in exchange rates
Social	Technological
1.Automation in Oil and Gas industries 2.Growing focus on digitisation "],[" Legal	1. Litigations against corruption and bribery 2. New regulations related to contracts ","
Legal	Environmental
1.Reducing GHG emissions and low carbonization 2.Safeguarding Biodiversity "]]	1.

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