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## ELECTRICITE DE FRANCE (EDF) SWOT & PESTLE ANALYSIS

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**Company Name :** Electricite de France (EDF)

**Company Sector :** Energy and Utilities

**Operating Geography :** Paris, France, Global

**About the Company :**

Électricité de France S.A (EDF) is a France-based manufacturer, marketer and distributor. The company uses nuclear power, mainly gas and coal, as well as thermal, hydroelectric, and other renewable sources, to generate electricity for French energy consumers. It is essentially engaged in energy generation and energy sales to industrial enterprises, local authorities and residential consumers. Electricite de France S.A (EDF) is headquartered in Paris, employing over 1,61,000 people across the world as of January 2020. The company established their foundations in 1946, after the French government came to a unanimous decision to create a state monopoly. The Group's initial mission was to entirely rebuild the transmission guild that culminated in a success.

Against the backdrop of energy transition, EDF has launched a strategy called CAP 2030 that underlines the Group's common goal. The Group's intends to go further and aspires to launch renewable energy production by 2030. EDF has earned several badges to its name, precisely winning the Electricity House of the Year, at the Energy Risk awards, for its contribution to innovation and excellence in commodity and energy markets.

Electricite de France S.A.'s (EDF) unique selling proposition or USP lies in being the global leader in low-carbon energy. EDF's statement reads, "Delivering renewable solutions to lead the transition to a sustainable energy future."

**Revenue :**

71,317 million - FY ending 31st Dec 2019 (y-o-y growth 4%)

68,546 million - FY ending 31st Dec 2018

## SWOT Analysis :

The SWOT Analysis for Electricite de France (EDF) is given below:

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>1. Established R&amp;D capabilities and strong computing capacity</li> <li>2.Strategic plans for implementation in coming years</li> <li>3.Enormous and Expanding customer base around the globe</li> <li>4.European leader in smart charging</li> <li>5.Innovative and affordable product and services that differentiates it from competitors</li> </ul> | <ul style="list-style-type: none"> <li>1.Declining monthly nuclear output in 2020 as compared to 2019</li> <li>2.Increase in financial debts leading to decrease in extra financial ratings</li> </ul>  |
| Opportunities   | Threats   |
| <ul style="list-style-type: none"> <li>1.Government supporting environment friendly strategies</li> <li>2.Leveraging growth in its strong EV-charging infrastructure</li> <li>3.Working towards aggressive electricity storage plans</li> </ul>   | <ul style="list-style-type: none"> <li>1.Nuclear energy signifies extreme environmental issues</li> <li>2.Large depreciating assets that needs to be renovated with time</li> <li>3.Government policies for sustainability force more investments and less profits</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Electricite de France (EDF) is given below:

| Political  | Economical  |
|--|---|
| 1.Nuclear energy as an important part of decarbonization strategy<br>2.Brexit impact on UK's utility markets                                 | 1.Low GDP growth rate for France and other operational geographies<br>2.Impact of high unemployment rate in major markets               |
| Social   | Technological   |
| 1.Industrial countries tend to opt for self-sufficiency and autonomous energy<br>2.Hazardous perception of nuclear energy in the society     | 1.Investments in EV-charging infrastructure<br>2. Leveraging innovation and technology to drive customer experience and safety measures |
| Legal  | Environmental   |
| 1.GDPR regulatory challenges in processing of smart meter data<br>2.Health and safety laws were made for workers working in industrial areas | 1.Having stakes in renewable energy investments<br>2.Nuclear energy critical to low-carbon electricity mix                              |

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