

---

# S&P TEST

SWOT & PESTLE.com

---

## SSE PLC SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** SSE Plc

**Company Sector :** Energy and Utilities

**Operating Geography :** UK and Ireland

**About the Company :**

Founded in 1998, SSE Plc is one of the UK-listed companies, involved in the production as well as supply and distribution of gas and electricity. Headquartered in Perth, Scotland, UK, this company initially operated only in UK and Ireland. After disposing off its retail business, SSE Plc now operates in three business sectors, SSE Renewables, SSEN (Scottish and Southern Electricity Networks) and other operational businesses (including SSE enterprise, flexible thermal operations and business-to-customer operations). Owing to the sustainable nature of its businesses, the SSEN was honored with the Hitachi Transformation award for the 'Optimise Prime' Project. Recently, as of 2020, SSE Plc has announced the launch of a dual tranche euro bond worth EUR1.1 billion.

SSE Plc's USP or unique selling proposition lies in providing sustainable, low carbon products and services to its customers. The Company intends to "create value for shareholders from being a developer, an operator and an owner of energy-related assets and businesses through the transition to a decarbonized energy system. SSE's vision statement reads "To be a leading energy company in a low-carbon world". SSE strives to achieve the goal with the help of its four strategic pillars, namely "focusing on the core", "developing, operating, owning", "creating value" and "being sustainable".

**Revenue :**

GBP 7,331.6 million – FY ending 31st March 2019 (y-o-y decrease of 73.1% due to divestiture)

GBP 27,250.4 million – FY ending 31st March 2018

## SWOT Analysis :

The SWOT Analysis for SSE Plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Creating value through developing, operating and owning energy-related assets and businesses</li> <li>2. Core, low-carbon businesses driving profitability and growth</li> <li>3. High profitability of the Networks Business segment</li> <li>4. Strongly environment focused and sustainable</li> </ul>	<ul style="list-style-type: none"> <li>1. Low performance of the Energy Portfolio Management (EPM) division</li> <li>2. Highly susceptible to the changes in external environment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Offshore Wind sector deal to transform UK's energy mix</li> <li>2. Further investments in energy assets</li> <li>3. Disposal of unprofitable businesses</li> </ul>	<ul style="list-style-type: none"> <li>1. Nationalization may impact wider goals</li> <li>2. Volatility in the commodity prices</li> <li>3. Suspension of the electricity generation Capacity market</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for SSE Plc is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Nationalization bill by the Labour Party</li> <li>2.Impact of Brexit on the operating environment's regulations</li> <li>3.Suspension of electricity generation Capacity market</li> <li>4.Government backing of offshore wind sector deal</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.High volatility in the prices of commodities</li> <li>2.Introduction of domestic price caps by the regulatory authority</li> <li>3.Contribution towards country economies</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Significant number of social contributions by SSE</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Digitalization and the growth of internet-connected and smart devices</li> <li>2.Investments in green technology</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Protection against nationalization under the Energy Companies Act</li> <li>2.Changes in the Contracts for Difference regime by the National Infrastructure Commission</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Promoting green finance initiatives</li> <li>2.Alignment with the UN's sustainable development goals</li> <li>3.Adoption of an environment-friendly strategy with respect to climate change and carbon emissions</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **SSE Plc** SWOT & PESTLE Analysis is a paid report at **21.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)