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CHEVRON CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Chevron Corporation

Company Sector : Oil and Gas

Operating Geography : United States, North America, Global

About the Company :

Chevron Corporation is an American multinational oil and gas major headquartered in San Ramon, California. Established in 1870 as a part of its predecessor company Standard Oil; Chevron is one of the largest oil and gas companies globally with presence across the oil and gas value chain. Chevron's operations are divided into two business units: Upstream unit and Downstream unit. Upstream unit operations consist primarily of exploration, development and production of crude oil and natural gas; processing, liquefaction, transportation and regasification of liquefied natural gas; movement of crude oil by major international oil export pipelines, transportation, storage, marketing and selling of natural gas and a gas-to-liquid conversion plant. Downstream unit operations consist of refining crude oil into petroleum products, marketing and selling of crude oil and its refined products, transportation of crude oil and refined products by marine vessel unit, motor equipment and pipelines and manufacturing and marketing of commodity petrochemicals and fuel and lubricant additives. Chevron Corp comprises of 42,595 employees as of early 2023.

Chevron's USP or Unique Selling Proposition sprawls in being one of the world's largest oil companies with complete integration ranging from producing, refining, marketing, and distribution. Chevron's mission is that "We are committed to delivering the energy that improves lives and enables human progress, within a company culture defined by trust, responsibility and integrity. Our purpose guides our aspirations, motivations and operations." Chevron's vision statement reads "To be the global energy company most admired for its people, partnership and performance."

Revenue :

Total Sales and other operating revenues:

US \$ 155.6 billion – FY ending 31st December 2021

US \$ 94.4 billion – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Chevron Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong global presence with projects spread across the world 2.Strong and robust brand value 3.Highly diversified product portfolio 4.Consistent annual per share dividend payout 5.Complete Integration of process 6.Leveraging technology to push energy's frontiers 	<ul style="list-style-type: none"> 1.Remaining bullish with dividend pay-outs leading to inefficient financial planning 2.Highly dependent on upstream production 3.Legal Issues tarnishing brand value 4.Exposure to Chevron's "Climate-Friendly" fuel may pose severe risk of cancer
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing global energy demand 2.Renewable energy market looks very promising 3.Investment in agility through digital innovation 4.Significant growth opportunities in India 5.Strategic acquisition and collaborations 6.Strong demand of LNG in Europe 	<ul style="list-style-type: none"> 1.High competition in the LNG segment 2.Penalties for carbon emissions 3.Economic Crisis and travel bans stemming from the novel Corona virus outbreak, resulting in tumbling oil prices

PESTLE Analysis :

The PESTLE Analysis for Chevron Corporation is given below:

Political	Economical
1.Geopolitical conflicts and tensions in Middle East 2.Effect of trade regulations and sanction on business 3.Impact of Russia-Ukraine war on oil & gas 4.Increasing pressure from Biden Administration to address climate change impacting oil industry	1.Fluctuating crude oil prices and impact of slowdown
Social	Technological
1.Consumer awareness and focus on environmentally friendly fuels 2.Investors' pressure to venture beyond their core business 3.Level of social concerns & awareness in society	1.Artificial intelligence and automation in oil and gas 2.Higher adoption of IoT devices and edge computing 3.3D virtual modelling and drone technology
Legal	Environmental
1.Protection against intellectual property infringement 2.Health and Safety in oil and gas industry	1.Regulation of greenhouse gas (GHG) emissions 2.Impact of adverse weather conditions 3.Initiatives for Carbon Capture and Storage (CCS)

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