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UNIPER SE SWOT & PESTLE ANALYSIS

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Company Name : Uniper SE

Company Sector : Utilities

Operating Geography : Germany, Europe, Global

About the Company : Uniper SE operates as an international energy company based in Dusseldorf, Germany. The company primarily engages in the provision of energy including energy sales, global energy trading, power generation, energy sales and energy services. It also focuses on commodity trading businesses such as power emission certificates, liquefied natural gas, natural gas, coal and freight. Uniper owns and conducts its activities at power plants across Europe and Russia. The company employs a workforce of approximately 14,000 people as of 2020. Uniper was established in January 2016, after the creation of E.ON's fossil fuel assets into a separate company. The company additionally owns a subsidiary in Russia called Unipro. Uniper has taken several strides with respect to sustainability by pledging to become carbon-neutral by 2035 and introducing the Empower Energy Evolution which promotes decarbonisation and aids other companies in such endeavours. The company implements environment-friendly technologies such as gas-fired plants and hydroelectric power plants. According to their Sustainability Report 2019, a staggering 21% reduction in direct carbon emissions was recorded in the period (2018-2019). Due to these assets, Uniper is the most reliable source of energy for many burgeoning industries. Uniper was recently honoured with the prestigious LEADING EMPLOYER award 2020.

Uniper's unique selling proposition or USP lies in being the leading international energy company in the traditional power generation sector. Its mission statement reads, " Today, the energy sector's mission is to produce more energy and less CO2. Uniper embraces this challenge by promoting an evolution of this mix."

Revenue :

65,804 million – FY ending 31st December 2019 (Y-o-Y Decline 28.32%)

91,813 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Uniper SE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and successful operation in all three business segments 2.Reliable carbon-free portfolio 3.Exceeding set targets to become stronger financially 4.Decades of engineering expertise to offer tailor made solution 	<ul style="list-style-type: none"> 1.Rapid technological changes, cyber threats and changes in consumer behavior
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand of distributed generation in European countries. 2.Nuclear Energy needs planned investment and infrastructure 3.Intensifying hydrogen activities by collaborating with GE and Siemens to decarbonize portfolio 4.New investment opportunities for its brownfield sites 5.Infrastructure demand for eMobility fast charging 	<ul style="list-style-type: none"> 1.Credit and commodity trading function is posing threat to operations 2.Slow growth in EU and global economy 3.Dependence of gas prices on weather conditions

PESTLE Analysis :

The PESTLE Analysis for Uniper SE is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Electric utility sector not immune to impacts of Brexit 2. Political influence and lobbying in power and energy utility sector 3. US Sanction risk on Nord 2 Stream project 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Stagnation in global trade and macroeconomic developments impact operations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Global increase in urbanization means more electricity 2. Millennials promoting smart and clean energy 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Digitization with AI and machine learning increases efficiency 2. Pioneering electrolysis technology for power to gas
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Rapid changes in European regulatory framework will impact operations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Innovations and scalable business models for decarbonisation 2. Combating global warming and supporting transition to clean energy

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The complete report for **Uniper SE** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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Client Support:
support@swotandpestle.com