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## NATIONAL GRID SWOT & PESTLE ANALYSIS

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**Company Name :** National Grid

**Company Sector :** Utilities

**Operating Geography :** United Kingdom and United States

**About the Company :** National Grid is one of the largest investor-owned energy companies in the world. It operates mainly in UK and US, delivering electricity and gas to millions of people. It has 23,069 employees worldwide. The company not only ensures energy supply to people but also drives change through engineering innovation and incubation of new ideas to revolutionize the industry. The company focuses on four strategic priorities: enabling energy transition for all, delivering efficiently for customers, growing organizational capability, and empowering people for greater performance.

**Revenue :**

14,540 million pounds (FY ending March 31, 2020) (YoY growth negative 2.6%)

14,933 million pounds (FY ending March 31, 2019) (YoY growth negative 2.1%)

15,250 million pounds (FY ending March 31, 2018)

## SWOT Analysis :

The SWOT Analysis for National Grid is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Portfolio of high-quality assets, core regulated businesses and commercial energy businesses in US and UK</li> <li>2.Leading the clean energy transition</li> <li>3.Highly skilled workforce with a strong public service ethos</li> <li>4.Strong technical expertise and reputation for engineering excellence</li> <li>5.Strategy that is highly customer focused and adapts to the changing times</li> </ul>	<ul style="list-style-type: none"> <li>1.History of poor debt management</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic investments for fostering innovation</li> <li>2.Rising usage of Distributed Energy Resource (DER) strategies</li> <li>3.Growth of the electric vehicle market</li> </ul>	<ul style="list-style-type: none"> <li>1.Shifts in societal and political expectations</li> <li>2.Cyber-attacks disrupting operations</li> <li>3.Nationalization of utility assets in UK may impact business model</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for National Grid is given below:

Political	Economical
1.Donations to political parties 2.Nationalisation plan for energy companies in UK 3.Addressing inequality and injustice in employment	1.Foreign exchange rate fluctuations
Social	Technological
1.Promotion of mental health awareness during the pandemic crisis 2.Employment for people with learning disabilities	1.Blockchain for improving grid efficiency 2.Artificial intelligence in energy sector
Legal	Environmental
1.New price control regulations in UK 2.Legally binding net zero emission targets in UK and USA	1.Reducing greenhouse gas emissions to combat climate change 2.Promoting circular economy and responsible resource use

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 The complete report for **National Grid** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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