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## EQUINOR SWOT & PESTLE ANALYSIS

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**Company Name :** Equinor

**Company Sector :** Energy, Oil and gas

**Operating Geography :** Norway, Europe, Global

**About the Company :** Equinor ASA, formerly known as Statoil and StatoilHydro, is a Norwegian state-owned multinational energy company. It is headquartered in Stavanger. Primarily being a petroleum company, it operates in 36 countries worldwide with additional investments in renewable energy. The merger of Statoil with the oil and gas division of Norsk Hydro, formed Equinor in 2007. Equinor derives its heritage from three major Norwegian petroleum companies, namely Statoil, Norsk Hydro, and Saga Petroleum. Equinor operates gas and oil fields in Australia, Algeria, Angola, Azerbaijan, Brazil, Canada, China, Libya, Nigeria, Russia, United States, and Venezuela, along with its operations in the Norwegian continental shelf. There is a long history of Equinor attempting to get involved in the Russian petroleum sector. Even though many partnerships have been entered, the company has never had a major success in Russia. The company is involved in a number of pipelines, including Zeepipe, Statpipe, Europipe I and Europipe II, and Franpipe from the Norwegian continental shelf to Western Europe and the Baku-Tbilisi-Ceyhan pipeline in Caucasus. Norway's pipelines are organized through Gassled. Equinor also has trading offices in London, Stamford, Connecticut, and Singapore for crude oil, refined petroleum products, and natural gas liquids. Equinor has earned the "Ethibel Sustainability Index - Excellence Europe and Global, in the year 2020. The company employs about 21,000 employees as of 2020.

Equinor's Unique Selling Proposition or USP lies in it being one of the largest oil and gas company on the Norwegian continental shelf (With 60% of the total production) having its heritage from major petroleum companies.

**Revenue :**

USD 64,357 million – FY ended 31st December 2019 (y-o-y decrease of 19.14%)

USD 79,593 million – FY ended 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Equinor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Industry-leading position within carbon efficient operations</li> <li>2. Well-positioned as a global offshore wind major</li> <li>3. World class project portfolio</li> <li>4. Strong balance sheet and commitment to competitive capital distribution</li> <li>5. Continued investment in digitalisation and other R&amp;D activities</li> </ul>	<ul style="list-style-type: none"> <li>1. Embroiled in lawsuits over fraudulent transactions related to Eagle Ford Shale</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Develop core areas for international oil and gas</li> <li>2. Opportunities for developing a high value renewable business</li> <li>3. Becoming a global offshore wind major</li> <li>4. Low cost and low emission gas supply to Europe</li> </ul>	<ul style="list-style-type: none"> <li>1. Economic uncertainties such as outbreak of the Covid-19 virus and oil price drop</li> <li>2. Trade tensions such as the US-China trade war</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Equinor is given below:

Political	Economical
1.Impact of tariffs imposed owing to the US-China trade war 2.Uncertainties created due to Brexit and geopolitical tensions	1.Significant fluctuations in the oil and natural gas prices
Social	Technological
1.Growing inclination towards renewable sourcing	1.Digitalization to catalyse the development of solutions and methods and drive operational excellence 2.Encouraging open innovation to gain radical ideas and solutions
Legal	Environmental
1.Involvement in legal battles leading to heavy settlement costs 2.Subject to liability for pollution damage 3.Regulations on reduction of carbon emissions and CO2 storage	1.Climate measures adopted within the frames of the Paris Agreement 2.Opportunities to develop renewables business

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