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## OMV SWOT & PESTLE ANALYSIS

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**Company Name :** OMV

**Company Sector :** Oil and Gas

**Operating Geography :** Austria, Europe, Global

**About the Company :** OMV is an Austrian multinational mineral oil and gas company. The company is headquartered in Vienna, Austria. The company then known as “Österreichische Mineralölverwaltungs Aktiengesellschaft” officially entered the commercial register on July 3, 1956. The first natural gas supply contract with the former USSR was made in 1968. The company opened its first filling station in Vienna on 26 June, 1990. OMV focuses on development, exploration and production of oil and gas in Central and Eastern Europe, Middle East and Africa, North Sea and Russia. OMV operates 3 Oil refineries: Schwechat (Austria), Burghausen (Germany), both of which are engaged in petrochemical production and Petrobrazi refinery (Romania) which deals in predominantly Romanian Crude. The company is active in the upstream and downstream businesses. This Austrian multinational integrated oil and gas company’s retail network contains more than 2,000 filling station in 10 countries with a well-built portfolio. OMV handles a gas pipeline network in Austria and owns gas storage facilities with a capacity of 2.7bcm (30 Twh). The company has a leading position in it's market with a high quality non-oil retail business and a systematic commercial business. It aims at providing a secure supply of energy for the sustainable development of economy and society, with consideration for the environment. OMV Group was ranked as the 441st largest public company globally, in 2020, by Forbes Global 2000.

OMV's Unique Selling Proposition or USP lies in it being the largest listed manufacturing company in Austria. The Austrian Oil and gas baron, contributes to shaping a sustainable futuristic energy and conducting its business responsibly by protecting the environment

**Revenue :**

23,461 million - FY ending 31st December 2019 (Y-O-Y growth +2.31%)

22,930 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for OMV is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Presence in both upstream and downstream business of oil and gas</li> <li>2.Strong focus on natural gas exploration</li> <li>3.Strong presence in mainland Europe</li> <li>4.Expanding outreach by collaborations</li> <li>5.Emphasis on the training of employees</li> </ol>	<ol style="list-style-type: none"> <li>1.No presence in emerging markets downstream</li> <li>2.Incidents of oil spills in recent times</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Increase in demand of natural gas</li> <li>2.Steady growth in demand of petrochemicals</li> <li>3.Breakthrough innovation in the area of cyclicity</li> </ol>	<ol style="list-style-type: none"> <li>1.Declining demand in Europe</li> <li>2.Fluctuating oil prices pulling business sentiments down</li> <li>3.Diesel still ruling the market as alternatives are yet to emerge</li> <li>4.Exposure to volatile oil &amp; gas markets</li> <li>5.Political uncertainty delaying projects</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for OMV is given below:

Political	Economical
1.Lack of agreements on issues among OPEC+ members 2.Circular Economy Package by European Union 3.Instability in Libya, Yemen, Kazakhstan and Tunisia	1.Economic downturn due to Covid-19 affecting business 2.Poor oil prices since 2014
Social	Technological
1.Younger generation is not interested to work in oil and gas industry 2.Concerned with local approval of business through grievance redressing activities	1.Increasing productivity and safety by using of digitization 2.Usage of latest SOR to increase productivity of oil fields
Legal	Environmental
1.International compliances of offshore and onshore projects	1.Climate protection efforts with sustainable growth 2.Increasing dependency away from crude to reduce carbon footprint

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