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WOODSIDE PETROLEUM SWOT & PESTLE ANALYSIS

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Company Name : Woodside Petroleum

Company Sector : Oil & Gas

Operating Geography : Perth, Australia, Global

About the Company :

Woodside Petroleum is an Australian company operating in the oil and gas industry. Woodside is Australia's largest independent dedicated oil and gas company, as well as the country's largest operator of oil and gas production. It was founded in 1954 and operates in end-to-end value chain specializing in exploration, development, production and supply. It generates around 70% of its revenue from sale of Natural Gas followed by Oil and Condensate. The company has its headquarters in Perth, Western Australia and employs around 3,000 people. The Australian Petroleum Production & Exploration Association has awarded Woodside Energy with the Safety Excellence Award. Woodside Energy and BHP completed their merger in June 2022, combining Woodside's oil and gas portfolio with BHPs to form a global energy company.

The USP of Woodside is that it is Australia's largest independent dedicated oil and gas company. The mission statement of Woodside states, "We aim to thrive through the global energy transition with a low-cost, lower-carbon, profitable, resilient and diversified portfolio".

Revenue :

US\$ 6,962 million - FY ending 31st December 2021 (y-o-y growth of 93.2%)

US\$ 3,000 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Woodside Petroleum is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Stable financial performance and credit ratings 2.Exhaustive Risk Management Framework 	<ul style="list-style-type: none"> 1.Concentrated market in Australia 2.Major cost inflation on Australian projects 3.Non-diversified business subject to volatile oil prices
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in new markets with increase in global LNG demand 2.Leverage technological capabilities for expansion 3.Transition from non-renewable to renewable sources of energy 4.Proposed merger with BHP Petroleum 	<ul style="list-style-type: none"> 1.Restart of nuclear reactors in Asia 2.Exploration and regulatory risk 3.Slowing Chinese economy 4.Qatar posing competition as a major LNG exporter 5.Climate change propelling industry transformation

PESTLE Analysis :

The PESTLE Analysis for Woodside Petroleum is given below:

<p style="text-align: center;">Political</p> <p>1.Warm trade relations with China to bring up multiple opportunities</p>	<p style="text-align: center;">Economical</p> <p>1.Renewable energy to impact conventional energy market 2.Increase in oil prices globally 3.Slowing demand in Asian markets</p>
<p style="text-align: center;">Social</p> <p>1.Outlook of people rising for environmental concerns</p>	<p style="text-align: center;">Technological</p> <p>1.Floating production systems 2.Increased emphasis on Research and Development in oil and gas industry in Australia</p>
<p style="text-align: center;">Legal</p> <p>1.New Regulations released by Western Australia 2.Oil spill response forum</p>	<p style="text-align: center;">Environmental</p> <p>1. Emphasis on sustainability</p>

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Client Support:
support@swotandpestle.com