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ONEOK SWOT & PESTLE ANALYSIS

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Company Name : OneOK

Company Sector : Natural Gas Utility

Operating Geography : United States, North America.

About the Company : OneOK Inc. is a diversified natural gas company headquartered in Tulsa, Oklahoma. In 1906, the company was founded and named Oklahoma natural gas company and later it changed its corporate name to ONEOK in December 1980. It leverages the talent of around 2,800 employees as of early 2021. OneOk's Energy Services operation's focal point is on marketing natural gas and services related to it throughout U.S. OneOK owns one of the nation's premier natural gas liquids ("NGL") systems, joining NGL supply in the Rocky Mountain, Permian and Mid-Continent regions with main market center and a large-scale network of natural gas gathering, processing, storage and transportation assets. It applies its core capabilities of gathering, processing, fractionating, transporting, storing and marketing natural gas and NGLs through vertical integration across the midstream value chain to supply its customers with premium services while generating consistent and sustainable earnings growth. In 1907, ONG (Oklahoma Natural Gas) constructed a natural gas pipeline from the Osage fields to Oklahoma City and also built the first gas pipeline compressor station in the state in 1910. In 2020, the company expects to increase its growth through increased NGLs from Rocky Mountain region and Permian Basin operation to the Gulf Coast market center. In 2018, ONEOK received the 2018 Horizon Award from the Chamber of Commerce in Sidney, Montana. It recognizes businesses breaking new ground and moving forward.

OneOK's USP or Unique Selling Proposition lies in it being a leading midstream service provider in United States. OneOK's mission statement reads, "We provide responsive, flexible service to customers, and commit to preserving the environment, providing a safe work environment and improving the quality of life for employees where they live and work".

Revenue :

\$ 10,166.5 million – FY ending 31st December 2019 (Decline 19.28%)

\$ 12,595.3 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for OneOK is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Leading midstream NGL service provider 2. Strong business model with proven performance through integrated, reliable and diversified approach 3. Strong balance sheet with increased net income 4. Fortune 500 firm with multiple recognitions 5. Expanding reliable NGL services with strong acquisition and merger strategy 	<ol style="list-style-type: none"> 1. Dependence on performance of upstream oil and gas industry 2. Volatility in crude oil prices is impacting profit margin
Opportunities	Threats
<ol style="list-style-type: none"> 1. Using the strong financial position to take on major projects not accessible to small players 2. Create dominant infrastructure position within multiple basins 	<ol style="list-style-type: none"> 1. Disruption in operations due to pandemic 2. Rising demand of renewable energy as a substitute to NGL 3. Highly competitive market amidst slowdown. 4. Increased regulation in crude oil exploration and productivity

PESTLE Analysis :

The PESTLE Analysis for OneOK is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Modification of NAFTA to USMCA has been welcomed by oil and gas industry 2.Trade war and geopolitical instability is impacting operations 3.Trade sanctions on Iran will influence NGL midstream companies 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Fluctuations in crude prices have impacted operations 2.Weaker global economic condition has put strain on NGL market
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing inclination of consumer towards clean fuel 2.Dirty, difficult and dangerous oil and gas industry makes millennials shun job opportunities 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Incorporation of SCADA, OGI and PID for better control and optimized performance 2.Reducing risks through data analytics and IoT through IBM Maximo
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.High operational risk due to multiple federal and state regulations relating to health, safety and environment 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Combating climate change through reduction in GHG emissions 2.Recycling, waste reductions and other environmental efforts have been conducted 3.Valuing and conservation of biodiversity during setting up of operational projects

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Client Support:
support@swotandpestle.com