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ENTERGY CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Entergy Corporation

Company Sector : Energy Sector-Involved in power generation and retail electric distribution

Operating Geography : United States, North America, Global

About the Company : Entergy Corporation is an integrated energy company engaged in electric power production, transmission and retail distribution operations. It is headquartered in New Orleans, Louisiana, and generates and dispenses electric power to 2.9 million customers in Arkansas, Louisiana, Mississippi and Texas. Entergy traces its history to November 13, 1913, with the formation of Arkansas Power Company by Harvey C. Couch. Couch shook hands with H. H. Foster for procuring sawdust and he used sawdust from Foster's lumber company as fuel to generate electricity for his own power company. It was a new beginning for Harvey Couch and electric service in the state. The company's primary business segments include Utility Operations, that provide customers with low-emission, reliable energy at a reasonable cost, superior service, a strict focus on safety and operational excellence. The Company's other division comprises of Entergy Wholesale Commodities business which focuses on best-in-class operational efficiency, safety, security and reliability while continually seeking to optimize its portfolio of assets in an ever-dynamic market. In 2021, the company aims to acquire an additional power plant in Texas and one of its current project Waterford to Vacherie 230 kV line located in southeast Louisiana, is also expected to be rolled in service by the winter of 2021. In 2020, Entergy won its 38th Emergency Response Award from the Edison Electric Institute for its exceptional recovery and assistance in restoring power to citizens following several storms. Entergy earned a 90% rating on the 2021 Corporate Equality Index released by the Human Rights Campaign Foundation which places Entergy among the top energy and utility companies in the survey.

Entergy Corporation USP or unique selling point lies in being a Fortune 500 integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy is the only U.S. utility to make the Dow Jones Sustainability Index (DJSI) nine years in a

row. The company's mission statement reads, " "We power life" is Entergy's promise to create a better future for us all. We exist to operate a world-class energy business that creates sustainable value for our four stakeholders – owners, customers, employees and the communities in which we operate".

Revenue :

Overall Annual Revenue in the year 2019 - \$10,897 million USD

Overall Annual Revenue in the year 2018 - \$11,009 million USD

SWOT Analysis :

The SWOT Analysis for Entergy Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Holds monopoly over power generation and retail distribution in some parts of southern region of the USA with a consumer base of 2.9 million 2. Public company with consistent revenue generation and earnings, listed in fortune 500 list of companies 3. Robust power generating capacity through diversified sources 	<ol style="list-style-type: none"> 1. Surge in volume of retail customers 2. Sale of energy efficient products to small scale businesses 3. Steady growth of solar power technology, has enabled company to collaborate with consumers at mutually reduced costs 4. Advancement in technology has enabled, load handling and cost savings in transmission and distribution of energy 5. Economic and environmental trends Launching innovative products aligned with latest technological
Opportunities	Threats
<ol style="list-style-type: none"> 1. Natural disasters and catastrophes sabotage infrastructure attracting heavy restoration costs. 2. Rising automation has led to increase in cyber threats on energy 3. Regulatory laws with respect to nuclear energy have impacted the growth of nuclear energy at Entergy 	<ol style="list-style-type: none"> 1.

PESTLE Analysis :

The PESTLE Analysis for Entergy Corporation is given below:

Political	Economical
<p>1.Plans to set up Nuclear Power Plants across 3rd world countries by the US Government</p> <p>2.High Political stability as single party dominates both the houses of US Congress resulting in a probable smooth legislation</p> <p>3.Massive investments plan to curtail adverse effects for climate change by the Biden administration</p>	<p>1. A declining trend in energy consumption per capita-has led to loss in revenue</p> <p>2. Impact of Covid-19 has decreased the demand of electricity up to 2025</p> <p>3. Increase in the number of consumers due to steady population growth</p>
Social	Technological
<p>1.Shifting preferences towards decentralized solar power generation rather than a centralized corporate firm</p> <p>2.Society opening-up towards nuclear energy</p>	<p>1.Wind and Solar are becoming more cost effective and user friendly due to advancement in battery technology</p> <p>2.Rise in Cyber threat has made companies to invest in making cyber security for robust-further driving the cost of operation.</p>
Legal	Environmental

1.Tax benefits for switching to solar energy	1.Solar energy has the highest growth rate forecast for the next decade
2. Permanent disposal of nuclear waste has been enforced	2.Reducing emission intensity and delivering clean energy solutions
	3.Entergy has announced to reduce net carbon emission to zero by 2020

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