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BAKER HUGHES SWOT & PESTLE ANALYSIS

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Company Name : Baker Hughes

Company Sector : Oil & Gas

Operating Geography : United States, North America, Global

About the Company : Baker Hughes Company, a General Electric organization, is an American international industry service company and is the world's sole full stream supplier of coordinated oilfield products and services, administrations and advanced solutions. Baker Hughes is organized in Delaware and headquartered in Houston. The company was initially known as Baker Hughes Incorporated until 2017 when it was merged with GE Oil and Gas to become Baker Hughes, a GE Company (BHGE). In 2019, the company got separated from General Electric and became Baker Hughes Company. The company is known for its transformative technologies in the energy scenario today. By harnessing power emanating from data, science and engineering the firm tries to redefine reality. Their unique portfolio consists of a wide range of products and service capabilities that not only affect the energy sector but the industrial value chain as well. The company operates via its four main segments namely Oilfield Services, Oilfield Equipment, Turbomachinery & Process Solutions and Digital Solutions. These segments have been made keeping in mind the nature of demand, market etc. As of 2020, the company has a total of 55,000 employees working across more than 120 countries.

Baker Hughes Unique Proposition lies in being the 'World's third largest oilfield services company'. Baker Hughes mission statement reads, "The Baker Hughes Core Values and Keys to Success are the basis for establishing a common culture for Baker Hughes. Our Core Values are: Integrity, Teamwork, Performance, and Learning. Our Keys to Success are four priorities that should guide decision-making in Baker Hughes: Engage People, Deliver Value, Be Cost Efficient, Resource Effectively."

Revenue :

\$20.7 billion – FY ended on 31st Dec, 2020

\$23.8 billion – FY ended on 31st Dec, 2019

SWOT Analysis :

The SWOT Analysis for Baker Hughes is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Differentiated energy technology company 2.Broad and diverse technological capabilities 3.Unique portfolio across energy value chain 4.Strong focus on product innovation 	<ul style="list-style-type: none"> 1.Constrained by its earnings cyclicality in Oil Field Services segment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Enabling sustainability 2.Enabled by growth in digital technological offerings 3.Utilizing full Baker Hughes portfolio to drive digital acceleration 4.Build on industrial franchise in TPS & DS 5.Opportunity for diversification and growth outside of upstream O&G 	<ul style="list-style-type: none"> 1.Intense competition environment 2.Control of oil and natural gas reserves by state-owned oil companies 3.United States political sanctions impacting business prospects 4.Fall in exploration and production due to impact of pandemic

PESTLE Analysis :

The PESTLE Analysis for Baker Hughes is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Engagement with public officials and governments 2.Brexit may have a negative impact on business 3.United States \u2013 Russia showdown impacting Nord Stream 2 project 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Volatility of oil and natural gas prices 2. Impact of foreign currency fluctuations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Dual challenge of energy and climate 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Usage of remote operations and digitization 2. Digital transformation in energy industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Impact on US sanctions on business and related projects 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Focus on providing sustainable energy solutions

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Client Support:
support@swotandpestle.com