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## RWE AG SWOT & PESTLE ANALYSIS

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**Company Name :** RWE AG

**Company Sector :** Energy and Utilities

**Operating Geography :** Germany, Europe, Global

**About the Company :** RWE AG is a German multinational company which generates and trades electricity in Asia-Pacific, Europe and the United States. It is headquartered in Essen, Germany. In 1898, the company was founded in Essen as Rheinisch-Westfälisches Elektrizitätswerk Aktiengesellschaft by EAG & Company and others and in 1990 it was renamed as RWE AG. It started its first operating station in 1900. The company was reorganized to hold energy, mining and raw materials; petroleum and chemicals; waste management; mechanical and plant engineering; and construction divisions in 1988. RWE is organized around four core areas: Offshore Wind, Onshore Wind/Solar, Hydro/Biomass/Gas, Supply & Trading. In addition to these, there is also a Coal/Nuclear segment. RWE completed its asset swap deal with E. ON in July 2020 and also transferred the international renewable generation portfolio of E.ON and innogy to RWE. The company aims to complete the construction of western part of Big Raymond (240 MW) which was delayed due to Covid-19, by the beginning of 2021. RWE AG received gold at the German Innovation Award in 2020.

RWE AG's Unique Selling Proposition or USP lies in being the world's second largest in offshore wind power, and Europe's third largest in renewable energy. RWE AG's mission statement reads, "As a leading electricity producer, we take the initiative in providing clean electricity generation. We have thus defined the purpose of the new RWE as: "Our energy for a sustainable life". We will put all our energy into making a sustainable life possible".

**Revenue :**

13,688 million – FY ended December 2020 (y-o-y growth of 4.28%)

13,125 million – FY ended December 2019

## SWOT Analysis :

The SWOT Analysis for RWE AG is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Strong performances by group and subsidiaries</li> <li>2. Global leader in clean, secure, and affordable electricity</li> <li>3. No. 2 player in European power generation</li> <li>4, Excelling in energy trading the core business of RWE.</li> <li>5. Strong global presence with wide range of portfolio</li> </ol>	<ol style="list-style-type: none"> <li>1. Slow to shrink its carbon footprint</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Growing demand of distributed generation in European countries.</li> <li>2. Nuclear Energy needs planned investment and infrastructure</li> <li>3, Uniquely positioned to benefit towards clean energy transition</li> <li>4. Ambitious renewables growth targets across EU</li> </ol>	<ol style="list-style-type: none"> <li>1. Rapid technological changes and changes in consumer behavior</li> <li>2. Aggressive competitors and seasonal demands are decreasing revenue</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for RWE AG is given below:

Political	Economical
<ul style="list-style-type: none"> <li>1. Political influence and lobbying in power and energy utility sector</li> <li>2. Electric utility sector is not immune to impacts of Brexit</li> <li>3. U.S.-China trade deal offers some relief to electric utility sector</li> </ul>	<ul style="list-style-type: none"> <li>1. Slight growth in Eurozone and decreasing demands is impacting the profit share</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1. Global increase in urbanization means more electricity</li> <li>2. Millennials are promoting smart and clean energy</li> <li>3. Gender diversity has not been focused in electric utility industries</li> </ul>	<ul style="list-style-type: none"> <li>1. Digitization is providing new opportunities through smart grids and operations</li> </ul>
Legal	Environmental
<ul style="list-style-type: none"> <li>1. Rapid changes in European regulatory framework will impact operations</li> </ul>	<ul style="list-style-type: none"> <li>1. Extending support to the objectives of the Paris Agreement</li> <li>2. Green bonds are being used to fund energy-efficiency projects</li> </ul>

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