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E.ON SE SWOT & PESTLE ANALYSIS

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Company Name : E.ON SE

Company Sector : Electric Utility

Operating Geography : Germany, Europe, Global

About the Company : E.ON SE is a European electric utility company headquartered in Essen, Germany. It operates one of the world's largest investor-owned electric utility service providers. The company has offices in over 30 countries and has over 33 million customers. In 2000, E.ON was formed due to the partnership of VEBA and VIAG. It became the first of the 'big six' UK power companies to convert all of its British electricity customers completely to renewable electricity in 2019. The company leverages the talent of over 78,900 employees as of early 2021. E.ON is assembled into three business areas which are customers solutions, energy network and renewables. E. ON also operates nuclear power plant and it is also a vital wind energy player across multiple countries. E. ON Digital Technology provides IT services to the energy company E.ON. The company is the official energy partner of the Football League and sponsor FA Women's Cup and the FA Youth Cup. In 2020, the company issued a Green-Bond to invest in its sustainability initiatives in reducing its carbon energy. The company has achieved a high level of customer satisfaction and good brand equity among the potential customers.

E.ON company's Unique Selling Proposition or USP lies in being one of Europe's largest operator of power and gas distribution network and a leader in network efficiency. The company aims to help its customers to save money, use less energy, recycle it and emit less carbon-dioxide. E.ON aims to supply its customers with energy solutions for the energy world of today and tomorrow.

Revenue :

60.9 billion – FY ending 31st December 2020 (Growth 48%)

41.5 billion – FY ending 31st December 2019 (Growth 37.88%)

30.1 billion – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for E.ON SE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Several collaborations to turn wasted energy into consumable energy. 2. Strong capital position and brand value. 3. Renewable energy generation increased through acquisitions. 4. Wide range of products and services for all kind of consumers 5. Energy network investments driving growth 	<ul style="list-style-type: none"> 1. Business dependent on seasonal demands which may cause fluctuations in sales
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing demand of distributed generation in European countries. 2. Nuclear Energy needs planned investment and infrastructure 	<ul style="list-style-type: none"> 1. Rapid changes in technology and consumer behavior 2. Fluctuating energy policy and regulatory environment

PESTLE Analysis :

The PESTLE Analysis for E.ON SE is given below:

Political	Economical
1.Electric utility sector is not immune to impacts of Brexit 2.Political influence and lobbying in power and energy utility sector	1.Increased input cost is increasing the cost for consumers of electric utility sector. 2.Macroeconomic environment challenges resulting in low GDP is impacting operations. 3.Economic recovery plan in UK to consider environment friendliness of organizations
Social	Technological
1.Global increase in urbanization means more electricity demand 2.Millennials promoting smart and clean energy 3.Gender diversity has not been focused in electric utility industries.	1.Digital innovation is providing new opportunities across utility sector 2.Smart homes a major growth area
Legal	Environmental
1.Rapid changes in European regulatory framework will impact operations.	1.Combating climate change through low carbon power generation 2.Green bonds being used to fund energy-efficiency projects.

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