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WORLD FUEL SERVICES SWOT & PESTLE ANALYSIS

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Company Name : World Fuel Services

Company Sector : Energy

Operating Geography : United States, North America, Global

About the Company : World Fuel Services offers commercial and industrial customers in the aviation, marine, and land transportation sectors energy procurement consulting services, supply fulfilment, and transaction and payment processing solutions. The company is headquartered in Doral, Florida. In 1984, Paul Stebbins and Michael Kasbar founded Trans-Tec Services, Inc., a marine fuel brokerage firm and later in 1995, Stebbins and Kasbar sold Trans-Tec to International Recovery Corporation, which renamed the firm World Fuel Services. World Fuel has 185 branches worldwide, with the majority of them based in the United States, the United Kingdom, Singapore, the Netherlands, Sweden, and Costa Rica. It operates out of 150 offices in 190 countries. Petroleum wholesalers and dealers, wind turbine operators, manufacturing, commercial, residential, and government customers are among World Fuel's land-based customers. The marine segment provides bunkering for global maritime fleets, as well as lubricants and related products and services across 1,200 major seaports. Commercial airlines, passenger carriers, airports, fixed-based operators, corporate aircraft fleets, corporate helicopter fleets, government and military aircraft, fractional operators, and private general aviation aircraft are all served by the aviation segment. In April 2021, the company's board of directors approved a 20 per cent rise in its quarterly cash dividend to \$0.12 per share which will be paid to shareholders of record on March 26, 2021.

World Fuel Services' unique selling point or USP lies in being the global energy industry's leader, with a Fortune 500 ranking of 91. World Fuel Services' mission statement reads, "Create value for our business partners by delivering innovative solutions and logistics through a global team of local professionals".

Revenue :

Euro 17107.56 million - FY ending 31st December 2020 (y-o-y growth -7.37%)

Euro 30940.33 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for World Fuel Services is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.The vast geographical presence enables it to access potential markets globally 2.A wide range of service offerings attracts more customers with varied needs 3.Strong online presence and highly developed technology make it easier to reach customers 4.A very strong financial position benefits the company greatly 5.High Product innovation and service quality gives an edge over the competitors 	<ol style="list-style-type: none"> 1.A very high risk is associated with transportation which can lead to huge losses 2.A shortage of cash or current assets may negatively affect the liquidity and hampers overall business performance 3.Due to seasonal variability there maybe a fluctuation in operations
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increase in population increases demand for fuel services at lower cost, opening new growth opportunities 2.The reformed tax policies enable a better market operation throughout the world 3.Trends in e-commerce and social media marketing will enhance significant market expansion 	<ol style="list-style-type: none"> 1.Changes in policies and regulatory frameworks can be big threat to World Fuel Services. 2.Due to the adverse effect on environment, the sustainability acts can pose a threat and tarnish the brand image 3.Stronger competitors in the market with price advantages can hamper the customer base

PESTLE Analysis :

The PESTLE Analysis for World Fuel Services is given below:

Political	Economical
1.Uncertainty and distortion due to frequent changes in government policies hinders activities of World Fuel Services 2.Corruption and unwanted political interference might negatively affect World Fuel Services	1.Change in inflation rates, exchange rates and employment structure affect the company 2.The global expansion is based on the efficiency of the financial markets
Social	Technological
1.Demographic patterns have a great influence on the operations of World Fuel Services 2.Studying the consumer behaviour can help forecast future opportunities and risks	1. Enhancements in digital platforms (mobile and website) to improve customer experience 2. Advanced technology enables the company to reach customers faster and enhance customer satisfaction 3. Social Media presence has increased the customer base and is a very effective marketing tool
Legal	Environmental
1.Changes in legal acts may hamper the smooth operations 2.Certain policies or laws may ban various activities and negatively affect the company	1.Sustainability of environment pose a threat towards energy companies causing pollution 2.Climatic uncertainties have caused accidents and hampers operation

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