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AMERICAN STATES WATER CO. SWOT & PESTLE ANALYSIS

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Company Name : American States Water Co.

Company Sector : Water Utility

Operating Geography : United States, North America

About the Company : American States Water Co. (AWR) is a water and power utility corporation headquartered in San Dimas, California. The firm was established in 1929. The Company's segments include water, electric and contracted services. Within the segments, AWR has two principal business units, water and electric service utility operations, conducted through Golden State Water Company (GSWC), and contracted services conducted through American States Utility Services, Inc. (ASUS) and its subsidiaries. Via the services of Bear Valley Electric Services, the Company distributes power to nearly 24,000 customers in the City of Big Bear and adjacent areas of San Bernardino County, California (BVES). The firm provides operations, repair, and construction management services for water and wastewater facilities located on military bases throughout the country through its contracted services subsidiary, American States Utility Services, Inc. (ASUS), under 50-year privatisation contracts with the US government. In May 2021, American States Utility Services, Inc. (ASUS), a wholly-owned subsidiary of American States Water Company, was named a 3 Star Employer by VETS Indexes. The award honours ASUS's dedication to attracting, hiring, retaining, improving, and assisting veterans and other members of the military community.

American States Water's Unique Selling Point or USP lies in its developing a dependable distribution network that serves approximately 258,000 customers in 75 communities spanning ten counties in Northern, Coastal, and Southern California. American States Water's mission statement reads, "Our mission will be accomplished by delivering exemplary water, wastewater and electric services to our customers and superior financial performance for our shareholders through minimizing life-cycle costs, developing and empowering our workforce, conserving resources and leveraging diversity among our employees and vendors".

Revenue :

US\$ 488.2 million - FY ending 31st December 2020 (y-o-y growth 3.03%)

US\$ 473.8 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for American States Water Co. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large water distribution network across the U.S.A. 2.Has a 50-year water utility privatization contract with the US government 3.Water rights portfolio a differentiating asset 4.Excellent financial performance, shareholder returns and asset holding 5.Systematic investments into broadening infrastructure portfolio and customer base 6.Strong standing on social and governance fronts 	<ul style="list-style-type: none"> 1.Electric supply segment has very limited market share compared to competitors 2.Local cities attempt to overtake private water systems time to time
Opportunities	Threats
<ul style="list-style-type: none"> 1.Water utility companies started using smart water management with IoT 2.Untapped water resources can fulfil increasing water demand 	<ul style="list-style-type: none"> 1.Increasing draught in western states has created uncertainty for water supply 2.Competitors are aggressively expanding operational territories 3.The Californian water regulatory reduces business growth potential for AWR

PESTLE Analysis :

The PESTLE Analysis for American States Water Co. is given below:

Political	Economical
1.Politics around clear water act can affect the selection of water resources 2.Draught hit states fight over water reservoir claims	1.New tax rate increases from 21% to 28% could increase utility bills
Social	Technological
1.Consumers are growing more conscious about clean water 2.Domestic water usage in US has risen by 21% during pandemic	1.Consumer water compliance technology advancement can now detect harmful contaminants: 2.Digital water business models are helping expand customer base
Legal	Environmental
1.Californian water conservation rules will put limit on per capita water supply	1.Increasing micro earthquakes are turning water resources acidic 2.Environmental protection agency has set new guideline to protect lakes and water reservoirs

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