

# BP Plc - SWOT Framework Analysis

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## Abstracts

BP Plc is one of the biggest oil and gas companies in the world. The company is actively engaged in the exploration and production of oil and gas around the world, along with the trading of natural gas. The company is also into the trading of natural gas liquids and power.

Headquartered in the UK, BP Plc has been in the news lately for being involved in one of the worst environmental disasters the world has ever seen. The Gulf of Mexico oil spill has tarnished BP's image and has also had an impact on its profits.

Facing a threat of a takeover by its competitors, BP is operating in an extremely volatile scenario at the moment.

Aruvian's R'search undertakes a SWOT Framework Analysis on BP Plc in this potentially threatening period of time it is facing.

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

Involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Aruvian's R'search analyzes the company BP Plc in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of BP Plc

Major products & services of BP Plc

Profile of the industry BP Plc operates in

Profile of its major competitors – BG Group plc, Chevron Corporation, Exxon Mobil Corporation, Petrobras, and Royal Dutch Shell Plc

SWOT Analysis of BP Plc

Future Perspective of BP Plc

Aruvian's R'search's report BP Plc – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

## Contents

### **A. EXECUTIVE SUMMARY**

### **B. PROFILE OF BP PLC**

- B.1 Industry Profile
- B.2 Corporate Profile
- B.3 Business Segment Analysis
- B.4 Major Products & Services
- B.5 History of the Company

### **C. COMPETITOR PROFILES**

- C.1 BG Group Plc
  - C.1.1 Corporate Profile
  - C.1.2 Business Segment Analysis
- C.2 Chevron Corporation
  - C.2.1 Corporate Profile
  - C.2.2 Business Segment Analysis
- C.3 Exxon Mobil Corporation
  - C.3.1 Corporate Profile
  - C.3.2 Business Segment Analysis
- C.4 Petrobras
  - C.4.1 Corporate Profile
  - C.4.2 Business Segment Analysis
- C.5 Royal Dutch Shell plc
  - C.5.1 Corporate Profile
  - C.5.2 Business Segment Analysis

### **D. SWOT FRAMEWORK ANALYSIS**

- D.1 Strengths to Build Upon
- D.2 Weaknesses to Overcome
- D.3 Opportunities to Exploit
- D.4 Threats to Overcome

### **E. GLOSSARY OF TERMS**

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