

Baker Hughes Inc - SWOT Framework Analysis

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Abstracts

Baker Hughes is a leading oilfield services provider. The company provides oilfield services, technology, products and systems that are used across the world in the oil and gas industry.

Aruvian Research analyzes the company in a SWOT Framework Analysis.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

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