BHP Billiton – SWOT Framework Analysis

Abstracts

BHP Billiton is a globally renowned metals and mining company. Headquartered in Melbourne, Australia, the company is the biggest mining company in the world as of 2013 in terms of revenues. It is also the biggest company in Australia in terms of revenues. The company also operates oil and gas production operations around the world in over 25 countries.

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.

Aruvian Research analyzes BHP Billiton in a SWOT analysis and also provides a brief profile of the company in the report BHP Billiton – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face BHP Billiton in the present-day business scenario.

Contents

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