

Freeport-McMoRan Copper & Gold Inc - SWOT Framework Analysis

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Abstracts

Freeport-McMoRan Copper & Gold Inc is a leading mining company having presence all over the world. The company, headquartered in Arizona, has reserves of copper, gold, and molybdenum. The company has operations in exploration, mining, and production of gold, copper and molybdenum.

Freeport-McMoRan has its primary asset in Indonesia, in the Grasberg minerals district. This district contains the largest single gold reserve and the company's recoverable proven reserves of gold, as of November 2010, was 37.2 million ounces.

Aruvians Rsearch analyzes Freeport-McMoRan Copper & Gold Inc in a SWOT Framework Analysis.

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.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade companies to compile lists rather than think about what is really important in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may appear to balance strong threats.

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