

# BP plc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

BP plc Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between BP plc and its competitors. This provides our Clients with a clear understanding of BP plc position in the [Energy Industry](#).

The report contains detailed information about BP plc that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for BP plc. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The BP plc financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's

decision-making processes.

In the part that describes BP plc competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of BP plc business.

## **About BP plc**

BP plc operates as an oil and gas company worldwide. The company operates in approximately 80 countries, providing customers with fuel for transportation, energy for heat and light, retail services, and petrochemicals products for everyday items. The company has operations in Europe, the U.S., Canada, Russia, South America, Australasia, Asia and parts of Africa.

### **Reserves**

As of December 31, 2009, the company's proved reserves were 18,292 mmboe (12,621 mmboe for subsidiaries and 5,671 mmboe for equity-accounted entities). Its proved reserves in subsidiaries are located in the U.S., South America, Australasia, Africa, and the U.K. Its proved reserves in equity-accounted entities are located in Russia, South America, and Rest of Asia.

### **Segments**

The company's interests and activities covered two business segments in 2009: Exploration and Production and Refining and Marketing. BP's activities in low-carbon energy are managed through Alternative Energy business, which is included within Other businesses.

Exploration and Production's activities cover three areas. Upstream activities include oil and natural gas exploration, field development and production. Midstream activities include pipeline, transportation and processing activities related to upstream activities. Marketing and trading activities include the marketing and trading of natural gas, including liquefied natural gas (LNG), together with power and natural gas liquids (NGLs). Exploration and Production segment conducts upstream and midstream activities in 30 countries. The segment's geographical coverage in these activities includes Angola, Azerbaijan, Canada, Egypt, Russia, Trinidad & Tobago (Trinidad), Norway, the U.K., the U.S. and locations within Asia Pacific, Latin America, North Africa, and the Middle East. Exploration and Production segment also includes gas marketing and trading activities, primarily in Canada, Europe and the U.S. In Russia, the company has an associate through 50% shareholding in TNK-BP, a major oil company with exploration assets, refineries and other downstream infrastructure.

Refining and Marketing's activities include the supply and trading, refining, manufacturing, marketing and transportation of crude oil, petroleum and petrochemicals products and related services. In Refining and Marketing, the company markets products in approximately 80 countries, with a presence in the U.S. and Europe, as well as major activities in Australia, Southern Africa, India, and China. In the U.S., the company owns or has a share in five refineries and market primarily under the Amoco, ARCO, BP, and Castrol brands. In Europe, the company owns or has a share in seven refineries and markets across the region, primarily under the Aral, BP, and Castrol brands.

## North America

### United States

The company's activities within the U.S. take place in three main areas: deepwater Gulf of Mexico, Lower 48 states, and Alaska.

**Lower 48 states:** The company's North America Gas business operates onshore in the Lower 48 states producing natural gas, natural gas liquids, and coalbed methane across 14 states. In 2009, the company drilled approximately 300 wells as operator.

**Alaska:** The company operates 15 North Slope oil fields (including Prudhoe Bay, Endicott, Northstar, and Milne Point) and four North Slope pipelines, and owns a significant interest in six other producing fields.

Canada: In Canada, the company operates in five provinces and two territories, exploring for, developing, producing and processing natural gas and heavy crude oil. It also holds an interest in an oil sands joint venture with Husky Energy Inc., markets natural gas.

#### South America

Venezuela: The company in Venezuela participates in three equity-accounted entities.

Colombia: The company's main activity in Colombia is concentrated on operating a producing field complex in the Casanare region. In addition, the company operates four principal processing plants and owns pipeline interests. BP also holds exploration rights over two blocks off Colombia's northern coast in the Caribbean Sea.

Argentina, Bolivia and Chile: BP conducts activity in the Southern Cone regio

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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