

# Southern Co (SO) - Financial and Strategic SWOT Analysis Review

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## Abstracts

Southern Co (SO) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – Analyst's summarization of the company's business strategy.

SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.

Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.

Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

## Highlights

Southern Co (Southern) is an energy holding company. It generates, distributes, markets and trades electricity, and distributes gas. The company produces power using coal, oil and gas, nuclear, hydro, solar, wind and biomass sources. Through power purchase agreements, Southern also sources electricity from various utilities. Southern provides energy technologies and services to electric utilities and large industrial, commercial, institutional and municipal customers; and has investments in telecommunications and leveraged lease projects. It retails energy to customers in Alabama, Georgia and Mississippi. The company has ownership interests in natural gas supply pipelines that connect hydrocarbon basins in Texas, Louisiana, Mississippi and Alabama. Southern is headquartered in Atlanta, Georgia, the US.

### Southern Co Key Recent Developments

Apr 12,2021: Eversource partners with major utilities to increase electric vehicle charging stations across the country

Apr 05,2021: Southern Company expects to achieve interim greenhouse gas emissions (GHG) reduction goal significantly ahead of schedule

Mar 29,2021: Southern Power acquires Deuel Harvest Wind Farm

Mar 02,2021: Duke Energy partners with five other utilities to push for more electric

vehicle charging for customers

Mar 02,2021: Southern Company joins other utilities in plans for electric vehicle charging network

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

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Mar 02, 2021: Georgia Power set to enable electric vehicle fast charging access across major travel corridor  
Mar 02, 2021: AEP, Dominion Energy, Duke Energy, Entergy, Southern Company and TVA plan to add electric vehicle fast chargers to connect Gulf Coast, Midwest and Atlantic State Destinations  
Feb 18, 2021: Southern Company reports fourth-quarter and full-year 2020 earnings  
Feb 11, 2021: Southern Company takes foundational leadership role in hydrogen R&D effort to achieve net-zero goals  
Feb 02, 2021: Southern Company gets high marks for environmental transparency

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