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KEPPEL CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Keppel Corporation

Company Sector : Shipping, Marine Property and Infrastructure

Operating Geography : Asia, Singapore

About the Company : Keppel Corporation, also known as Keppel Corp is one the world's largest rig building corporations. It was founded by Temasek Holdings in 1968. Based out of Singapore, it has four main businesses – Offshore & Marine, Infrastructure, Property and Investments which give it diverse portfolio and effective risk management. The company had a 32% rise in Net Profits in the 3rd Quarter of 2013. It has an approx. of 40,000 employees (2013).

Revenue :SG \$6,767 million - FY16

SWOT Analysis :

The SWOT Analysis for Keppel Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.One of the largest builders of oil rigs 2.Elaborate sustainability framework 3.Strong investor relations policy 4.Effective talent management structure 	<ul style="list-style-type: none"> 1.Major chunk of revenue generated from Singapore only 2.Decreased revenue from ASEAN countries
Opportunities	Threats
<ul style="list-style-type: none"> 1.Acquisitions 2.90% of Keppel Land owned by Keppel Corp 3.Growth in Myanmar 	<ul style="list-style-type: none"> 1.Falling oil prices 2.Growing competition

PESTLE Analysis :

The PESTLE Analysis for Keppel Corporation is given below:

Political	Economical
1. Amicable relations with the government 2. Political action committee	1. Fall in the price of crude oil 2. Reduction in its share values
Social	Technological
1.Undertaking CSR activities and promotes sustainable growth 2. Awarded for its work	1. Technology for sustainable growth 2. New innovations
Legal	Environmental
1. Land acquisitions and related issues	1. Being more environmentally responsible 2. Implementing sustainable development

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Client Support:
support@swotandpestle.com