
S&P TEST

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SSE PLC SWOT & PESTLE ANALYSIS

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Company Name : SSE Plc

Company Sector : Energy and Utilities

Operating Geography : UK and Ireland

About the Company :

Founded in 1998, SSE Plc is one of the UK-listed companies, involved in the production as well as supply and distribution of gas and electricity. Headquartered in Perth, Scotland, UK, this company initially operated only in UK and Ireland. After disposing off its retail business, SSE Plc now operates in three business sectors, SSE Renewables, SSEN (Scottish and Southern Electricity Networks) and other operational businesses (including SSE enterprise, flexible thermal operations and business-to-customer operations). Owing to the sustainable nature of its businesses, the SSEN was honored with the Hitachi Transformation award for the 'Optimise Prime' Project. Recently, as of 2020, SSE Plc has announced the launch of a dual tranche euro bond worth EUR1.1 billion.

SSE Plc's USP or unique selling proposition lies in providing sustainable, low carbon products and services to its customers. The Company intends to "create value for shareholders from being a developer, an operator and an owner of energy-related assets and businesses through the transition to a decarbonized energy system. SSE's vision statement reads "To be a leading energy company in a low-carbon world". SSE strives to achieve the goal with the help of its four strategic pillars, namely "focusing on the core", "developing, operating, owning", "creating value" and "being sustainable".

Revenue :

GBP 7,331.6 million – FY ending 31st March 2019 (y-o-y decrease of 73.1% due to divestiture)

GBP 27,250.4 million – FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for SSE Plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Creating value through developing, operating and owning energy-related assets and businesses 2.Core, low-carbon businesses driving profitability and growth 3.High profitability of the Networks Business segment 4.Strongly environment focused and sustainable 	<ul style="list-style-type: none"> 1.Low performance of the Energy Portfolio Management (EPM) division 2.Highly susceptible to the changes in external environment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Offshore Wind sector deal to transform UK's energy mix 2.Further investments in energy assets 3.Disposal of unprofitable businesses 	<ul style="list-style-type: none"> 1.Nationalization may impact wider goals 2.Volatility in the commodity prices 3.Suspension of the electricity generation Capacity market

PESTLE Analysis :

The PESTLE Analysis for SSE Plc is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Nationalization bill by the Labour Party 2.Impact of Brexit on the operating environment's regulations 3.Suspension of electricity generation Capacity market 4.Government backing of offshore wind sector deal 	<ul style="list-style-type: none"> 1.High volatility in the prices of commodities 2.Introduction of domestic price caps by the regulatory authority 3.Contribution towards country economies
Social	Technological
<ul style="list-style-type: none"> 1.Significant number of social contributions by SSE 	<ul style="list-style-type: none"> 1.Digitalization and the growth of internet-connected and smart devices 2.Investments in green technology
Legal	Environmental
<ul style="list-style-type: none"> 1.Protection against nationalization under the Energy Companies Act 2.Changes in the Contracts for Difference regime by the National Infrastructure Commission 	<ul style="list-style-type: none"> 1.Promoting green finance initiatives 2.Alignment with the UN's sustainable development goals 3.Adoption of an environment-friendly strategy with respect to climate change and carbon emissions

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