Royal Dutch Shell

**Parent Company** Royal Dutch Shell

**Category**

Oil & Gas

**Sector**

Energy

**Tagline/ Slogan**

*Lets Go; You can be sure of Shell; Made to move further*

**USP**

*One of the six world's "supermajor"*

**STP**
Segment

Corporates, countries, individuals looking to fulfill energy needs

Target Group

Enterprises looking for energy for production, people for petrol diesel for vehicles and domestic uses

Positioning

The leading oil and natural gas brand in the world

SWOT

Strengths

1. Biggest name in the field of energy
2. Strong brand equity being the 2nd largest energy company
3. High financial growth
4. Latest technology
5. Co-branding with Ferrari
6. Operations in over 90 countries having 44,000 stations
Weaknesses

1. Legal issues
2. Overstatement of oil reserves controversy
3. Human Rights and environmental issues degraded image

Opportunities

1. Acquisitions by buying out competition
2. Increasing demand for fuel

Threats

1. Government regulations
2. High Competition
3. Environmental laws
4. Economic instability

Competition

Competitors

1. Chevron Corporation
2. Exxon Mobil

3. BP

4. Total

5. ConocoPhillips