

Example of british petroleum essay

[Business](#), [Company](#)



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Management

Surf Shop Comparison

The Hilo Hattie and Ron Jon Surf Shop are two companies who are famous for their garments and foot wears in the United States of America. The main similarity between the Ron Jon Surf Shop and Hilo Hattie is that the both companies are performing their businesses in the same market sector. Moreover, both companies are famous for their quality brands and their customers are satisfied with their products. However, there is one main difference between the Ron Jon Surf Shop and Hilo Hattie is that the Ron Jon Surf Shop is trying to extend their market share via internet and internet affiliate marketing as compared to the Hilo Hattie. The Ron Jon Surf Shop offers their affiliates to generate sales from their blogs or web pages and the Ron Jon Surf Shop pays them the commissions. However, the Hilo Hattie is using their website to display their goods available at their stores for the customers.

Another main difference between the Ron Jon Surf Shop and Hilo Hattie is that the prices of the products of Hilo Hattie are higher than the products of Ron Jon Surf Shop. Therefore, the most of the customers of Hilo Hattie are the visitors and the tourists and the local community avoid buying products from Hilo Hattie due to their higher prices.

After the analysis of the websites of both companies, both companies are interested to show their future plans and their mission statements.

Moreover, the job seekers can apply to the Ron Jon Surf Shop and Hilo Hattie from their website. The displaying of the products in the effective and efficient manners shows that the organizations are well organized and they have proper control on their websites.

The core competence of the British Petroleum (BP) is the exploring and drilling of the oil and gas. Moreover, BP's core competence is to supply the oil to their consumers without any delay to maintain the sustainability of the overall economic environment of the country. The core competence of the companies defines the main area of the specialization and the main area of the business which is generating the profits. In the case of BP, the main area or core competence is to maintain the supply of oil and gas in the market. Moreover, the BP is involved in the refinery of the oil which is the main segment of the business. (Landis, 2011)

The distinctive competence of the British Petroleum (BP) is that they are promoting the alternative ways of energy to reduce the global warming. The tactics of BP in relation of the green energy or the alternative ways of energy is the distinctive competence as compared to the competitors. Moreover, the BP utilizes the oil resources within their country before importing the oil. The

other larger companies like Exxon and Total are highly depending on the production of oil from the gulf countries and Venezuela. Therefore, BP has an advantage over the competitors in term of supply chain of the oil. (Landis, 2011)

The mission statement or the values of any business play an important role in the strategic management and the budgeting of the company. In the case of BP, according to the mission statements the main aim of the BP is to fulfill the requirements of the oil and gas of their customers. Therefore, in the strategic management of the company, the supply chain is the important element. The innovation is another important element of the mission statement of the BP. Therefore, BP accepts the technological development to improve the level of refineries and the supply. The vision of BP is to ensure the safety of the common citizens by implementing the safety measures of their reserves. (Farfan)

Strengths

The main strength of BP is its geographic location because United Kingdom is one of the largest oil producing country in the Europe. Therefore, the strength is to supply the oil to the neighboring countries. British Petroleum has the best technical staff that is capable of refining the crude oil better than the other competitors. Moreover, the BP is showing the constant increase in the revenues in last few years which shows that the BP is increasing their market share in oil industry. (Bates)

Weaknesses

The main weakness for the BP is that in the past the company performed few unethical actions. Therefore, the BP is under the huge pressure from the general public to perform their business according to the proper governance code and ethics. Moreover, the company is showing interest in reducing the environmental hazards which is increasing the expenses of the business.

(Bates)

Opportunities

The oil industry is the largest industry in the world and there is always an opportunity to generate profits in the oil industry. The main advantage for BP is that they can generate profits from their own country's resources when there is a fluctuation or a slump in the oil industry. (Bates)

Threads

Any oil spill can create huge expenses for the oil companies. Therefore, there is always a thread of the oil spill which increases the insurance costs.

Moreover, there is always a thread of the new rules and regulations related to the oil industry, which can impact the performance and the strategic planning of the management. (Bates)

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