



Shell Technology India:  
Building A Global Hub

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**Assignment**  
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1. The company is a global leader in the industry.  
2. The company is a global leader in the industry.  
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10. The company is a global leader in the industry.

# Shell Technology India: Building A Global Hub

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# Background

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- Incorporated: 1922
- Began selling gasoline imported from Sumatra in the United States in 1912
- Had to compete with the Standard Oil Company.
- Founded in 1912 in Oklahoma to locate and produce crude oil.
- opened refineries in New Orleans, Louisiana in 1916 and in Wood River, Illinois, in 1918.
- Began supplying to US air corps in 1934- largest producers of aviation fuel
- 1939, Shell Oil Company of California merged with Shell Petroleum Corporation
- In the 1960's company turned attention offshore, began drilling for oil and natural gas deposits in Alaska and the Gulf of Mexico
- In the 1970's moved its headquarters to Houston
- Headquarters now in the Hague, Netherlands

## *Background continued*

- In 1985 Royal Dutch/Shell Group acquires remaining shares of Shell Oil.
- In 1989 Shell is forced to pay cleanup costs related to the Rocky Mountain Arsenal in Colorado.
- 1999, the financial strains related to the firm's expansion and low oil prices forced Shell to rethink its current strategies
- Ben van Beurden is the CEO of Royal Dutch Shell plc. Van Beurden joined Shell in 1983
- 50/50 partner with the Saudi Arabian government-owned oil company Saudi Aramco in Motiva Enterprise

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## *Size of the Company*

- Shell Oil operates as a subsidiary of Royal Dutch/Shell Group, the second largest **oil** company in the world
- Approximately 22,000 Shell employees are based in the U.S.
- Sales: \$19.2 billion
- Approximately 25,000 Shell-branded gas stations in the U.S
- fourth largest company in the world as of 2014, in terms of revenue
- one of the six oil and gas "supermajors".

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## *Customers*

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- It operates as the leading oil and gas producer in the deep-water Gulf of Mexico
- The Customer Lounge
  - A business-to-business web site that makes it easier for customers around the world to do business with Shell chemicals companies online.



# *Organizational Leadership*

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- Aim to work closely with customers, partners and policy makers in order to ensure the best results
- "we commit to contribute to sustainable development, balancing short and long-term interests and integrating economic, environmental and social considerations into our decision-making."
- Encourage staff to report their views on the company's process and practices
- A diverse workforce
- Everyone has the opportunity to apply and develop skills and talents consistent with the company's values and business objectives
- Offer staff professional training as well as leadership and development programs

## *Their Vision*

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- Commitment to industry innovation.
- “Blueprint for Success”
  - strives to be passionate in taking care of customers
  - to become the model of diversity for corporate America
  - to be an organization where people can achieve their full potential
  - to achieve the leading-edge in financial performance, health, safety, and environmental performance
  - strives to have a strong national profile and identity.



# *How They Deal with Change*

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- Shell's offer for BG shows how the energy business is changing
- The deal with BG actually boosts Shell's declining oil and gas reserves by a quarter, and makes the new firm the world's third-largest gas producer
- Behind the Shell-BG deal, and the speculation of more mergers to come, is an even more fundamental shift in the energy industry. Behind the Shell-BG deal, and the speculation of more mergers to come, is an even more fundamental shift in the energy industry.



**BG GROUP**