

# BP AND THE CONSOLIDATION OF THE OIL INDUSTRY Harvard Case Solution & Analysis

## Company Profile

- BP is one of the world's leading international oil and gas companies, providing its customers with fuel for transportation, energy for heat and light, retail services and petrochemicals products for everyday items
- Active in 30 countries.
- Refines about 2,352 thousand barrels per day.
- Acquired AMCO in 1998  
Source: <http://www.bp.com/sectiongenericarticle.do?categoryId=3&contentId=2006926>

## Company Profile Contd.

- Acquired ARCO in 1999.
  - Over 21800 retail sites.
  - Have joint venture investments in many countries (ex: Russia).
  - It is the third largest energy company and fourth largest company in the world measured by 2011 revenues.
  - It had a market capitalization of £81.4 billion as of 6 July 2012, the fourth-largest of any company listed on the London Stock Exchange.
- source: <http://en.wikipedia.org/wiki/BP>

## What BP Do?



## Other Players in Oil & Gas

- Chevron Corporation
- Exxon Mobil Corporation
- Total SA
- Rosneft
- PetroChina
- Shell International Petroleum Co.



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- Chevron Corporation
- Exxon Mobil Corporation
- Royal Dutch Shell Plc.
- Total SA
- ConocoPhillips
- Petrobras
- Russian Federation: Gazprom

## 1920s

BP was founded in 1908 as the British Petroleum Company Limited, which was a merger of several smaller companies. In 1931, it was rebranded as British Petroleum.





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Findi



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# What BP Do?



Finding Oil



Extracting Oil



Moving Oil



Making Fuel



Selling Fuel



Low Carbon  
Energy

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• innovat

## Other Players in Oil & Gas

- Chevron Corporation
- Exxon Mobil Corporation
- Royal Dutch Shell Plc
- Total SA
- ConocoPhillips
- PetroChina
- Petroleo Brasileiro SA

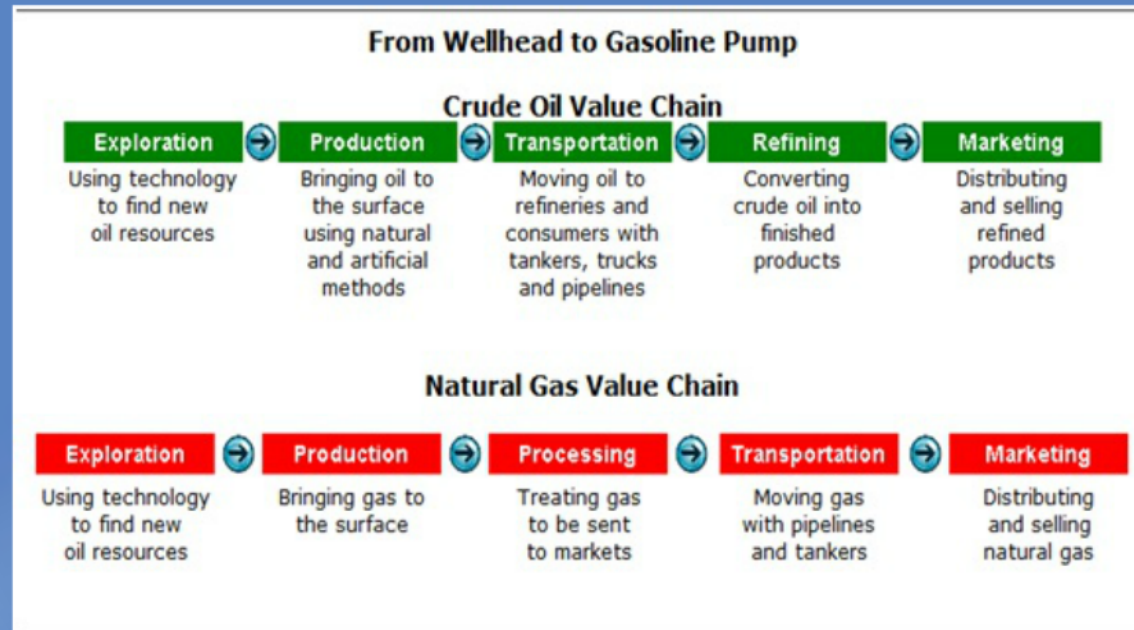




# VISION

- CTO office wants to be recognized as an organization-competitively successful and a force for progress.
- It want to employ a model which advocates innovation without compromising the performance.

# VALUE CHAIN



source: [http://2.bp.blogspot.com/\\_jvn9a5b-Z9I/Tsb3RLI3bDI/AAAAAAAAAEs/IVnhDs3PdyE/s1600/bp+stori.jpg](http://2.bp.blogspot.com/_jvn9a5b-Z9I/Tsb3RLI3bDI/AAAAAAAAAEs/IVnhDs3PdyE/s1600/bp+stori.jpg)