Executive Summary

Prepared for Mr.Edger Goldsmith, VP international Marketing

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**An invaluable being like Jewels to Colombian government, ECOPETROL**

Our research and analysis looks into the possibility of partnering with Ecopetrol for privatization. Our primary focus is on two competitive advantages of the company:

1. Market share: Ecopetrol is the largest company in Colombia. It ranked 4th in South America, and Top 35 companies as a petrol company. Also, it recorded 17 billion dollars in 2008. Hence, it is absolutely invaluable like jewels to Colombian government.
2. Financials: Ecopetrol has secured stable financial cash flow resulting in positive total cash flow which is sustainable for the next 3 years. According to Google finance, Total Operating Expense has increased 15.8% on average from 2006-2009. Net income has increased 23% on average from 2006-2009.

Colombia is an extremely potential country because of various climates, geographical benefit (it holds the coast of Pacific Ocean and Atlantic Ocean), rich natural resources. Colombia holds an important position of population and scale of economy in South America. In addition, Colombia does not have any foreign debt problems out of other South America nations, so it invests foreign money in its key industry. Through the efforts, the international credit assessment appreciated Colombia. However, recently, Colombia’s credit point has been decreased by a deficit by economic recession. Accordingly, it changes its strategy into Open Door Policy to increase its export.

Ecopetrol will develop more through its scale and demand of energy and infrastructure. In case of Ecopetrol, the step of purchase and bidding is highly simple. Occupying network through gradual publicity and contact will be the key point of launching into the actual location. Ecopetrol wants to launch into long-term sea coast gas market. Hence, I expect that it will accelerate their plan through its extra development.

The findings of this reports forwards three recommendations:

1. **Gradually make your company public by ad**
2. **Introduce green management system and heighten our company image**
3. **Endeavor to branch out into sea coast gas market**

Key words: energy dependency, underground resources, green marketing, open door policy, oil company