**Excutive summary**

***Mr. Edgar Goldsmith, Saudi Electricity Co.***

***Dec 23, 2010***

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**In the rapidly evolving global marketplace, *Saudi Electricity Co* gives you the reliable edge you need to dominate.**

Our research and analysis looks into the possibility of partnering with Saudi Electricity Co for entry into the electricity other compnay and export this industry**.** Our primary focus is on two competitive advantages

1. Market share : At first, the company is Saudi national company. They capture 80% whole Saudi part of electricity.

1. **Business resource** : It has a lot of fund and financial strength because Saudi earn much money from oil. Saudi has changing their main industry from oil business to manufacturing business. So, they must generate electricity more than yesterday. Therefore they must grow.

Saudi Electricity Company (SECO), the Gulf’s largest utility by market value, was created by the amalgamation of 10 local electricity firms in Saudi Arabia nine years ago.

**SECO** has since enjoyed a monopoly on the **generation**, **transmission** and **distribution** of electricity across the Kingdom, managing 37,000 megawatts of power across some 45 plants. However, that may be set to change.

Last month a senior government official said Saudi planned to split SECO into four independent power generation companies to encourage more competition.

The company, which is currently 80 percent state-owned with a float of 20 percent on the Saudi stock market, is likely to be divided by 2010, said Abdullah Al Shehri, vice governor for regulatory affairs at Saudi Arabia’s Electricity and Cogeneration Authority.

SECO posted a net loss of $116.3m in the fourth quarter, down 32 percent on the $171.5m it made a year earlier.



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* **SEC should enlarge numbers power palnts.**
* **SEC innovate electricity producing skill.**

**Sabic must benefit from stock price by Saudi Arabia government. For this reason, You should invest SEC.**

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| ***Key Words : SEC, Electricity, generation, transmission and distribution, Business resource.*** |