

Financial Reporting Financial Statement Analysis And Valuation A Strategic Perspective

Financial Reporting Financial Statement Analysis And Valuation A Strategic Perspective financial reporting financial statement analysis and valuation a strategic perspective In the contemporary business environment, effective financial reporting, rigorous financial statement analysis, and accurate valuation are fundamental components of strategic decision-making. These elements serve as vital tools for stakeholders—including management, investors, creditors, and regulators—to assess a company's financial health, operational efficiency, and long-term sustainability. When approached from a strategic perspective, these financial practices transcend mere compliance and reporting obligations; they become integral to shaping business strategies, evaluating growth opportunities, managing risks, and fostering stakeholder confidence. This article delves into the core principles of financial reporting, explores advanced techniques in financial statement analysis, and examines valuation methodologies, all through a strategic lens that emphasizes their roles in guiding corporate decision-making and value creation. --- Understanding Financial Reporting in a Strategic Context Definition and Purpose of Financial Reporting Financial reporting involves the preparation and presentation of financial statements—namely the balance sheet, income statement, statement of cash flows, and statement of shareholders' equity—that provide a comprehensive overview of a company's financial position and performance. Its primary purpose is to furnish relevant and reliable information to various stakeholders to facilitate informed economic decisions. From a strategic standpoint, financial reporting functions as a communication tool that reflects management's strategic priorities, operational efficiencies, and risk management practices. It enables stakeholders to assess whether the company's strategies are translating into financial performance, identify areas for improvement, and benchmark against competitors. Strategic Implications of Financial Reporting Standards Financial reporting standards such as IFRS and GAAP are designed to ensure consistency, comparability, and transparency. However, these standards also influence strategic choices: - Revenue Recognition Policies: Companies may adopt aggressive or conservative revenue recognition strategies to meet earnings targets, which can impact perceptions of growth and profitability. - Asset Valuation and Impairments: How assets are valued and 2 impaired affects the portrayal of a company's asset base and capital efficiency. - Disclosure Practices: The level and quality of disclosures can reveal strategic initiatives, future plans, or potential risks. Understanding these standards from a strategic perspective helps management align reporting practices with long-term objectives, ensuring transparency without inadvertently exposing sensitive strategic information. --- Financial Statement Analysis: Techniques and Strategic Insights Traditional Financial Ratio Analysis Financial ratios serve as fundamental tools for evaluating a company's operational efficiency, liquidity, profitability, and solvency. When analyzed strategically, ratios can reveal insights into competitive positioning, operational strengths,

and vulnerabilities. Common ratio categories include: Liquidity Ratios: e.g., Current Ratio, Quick Ratio Profitability Ratios: e.g., Return on Assets (ROA), Return on Equity (ROE), Profit Margin Leverage Ratios: e.g., Debt-to-Equity, Interest Coverage Efficiency Ratios: e.g., Inventory Turnover, Asset Turnover Strategic use involves benchmarking these ratios against industry peers, historical performance, and future targets to identify competitive advantages or areas needing strategic adjustment. Cash Flow Analysis and Its Strategic Significance Cash flow statements offer insights into a company's liquidity and operational viability. Analyzing cash flows from operating, investing, and financing activities helps to: - Evaluate the sustainability of earnings - Assess the company's capacity to fund growth initiatives - Identify potential financial distress signals Strategically, a focus on cash flow can facilitate better capital allocation decisions, prioritize investment opportunities, and manage debt levels effectively. Vertical and Horizontal Analysis - Vertical Analysis: Expresses financial statement items as a percentage of a base figure (e.g., total sales or total assets), enabling comparison across periods or companies. - Horizontal Analysis: Examines percentage changes over multiple periods to identify trends. Strategically, these analyses help managers understand growth patterns, operational shifts, and the impact of strategic initiatives over time. 3 Advanced Analytical Techniques - DuPont Analysis: Decomposes ROE into component ratios to pinpoint drivers of profitability and leverage. - Economic Value Added (EVA): Measures value created above the required return of capital, aligning financial performance with strategic value creation. - Financial Modeling and Forecasting: Uses historical data to project future performance, supporting strategic planning and scenario analysis. Applying these techniques allows companies to assess whether current strategies are creating sustainable value and to make informed adjustments. --- Valuation: Methods and Strategic Perspectives Overview of Valuation Approaches Valuation is the process of estimating the economic worth of an asset, business, or investment. From a strategic viewpoint, valuation informs decisions related to mergers and acquisitions, divestitures, capital raising, and internal performance assessments. The primary valuation approaches include: Income Approach: Based on the present value of expected future cash flows or 1. earnings. Market Approach: Uses comparable company or transaction data to estimate 2. value. Asset-Based Approach: Calculates net asset value, often used for asset-heavy 3. industries or distressed companies. Discounted Cash Flow (DCF) Analysis The DCF method estimates the present value of projected free cash flows, discounted at an appropriate weighted average cost of capital (WACC). It requires: - Accurate cash flow projections aligned with strategic plans - Determination of a suitable discount rate reflecting risk - Consideration of terminal value beyond the explicit forecast period Strategically, DCF analysis helps evaluate the potential return of investment projects, assess the value of a business under different strategic scenarios, and determine the fair value for negotiations. Market Comparables and Their Strategic Use Using multiples such as EV/EBITDA, P/E, or P/B ratios, companies can benchmark their valuation against industry peers. This approach aids in: - Identifying over- or undervaluation - Setting strategic targets for performance improvement - Supporting negotiations in M&A deals However, selecting appropriate comparables and adjusting for 4 differences is crucial to derive meaningful insights. Asset-Based Valuation and Strategic Considerations This approach is useful for asset-intensive industries, distressed companies, or when liquidation values are relevant. It involves: -

Valuing individual assets and liabilities - Adjusting for market value versus book value Strategically, asset-based valuations can reveal undervalued assets, inform restructuring plans, or guide exit strategies. --- Integrating Financial Reporting, Analysis, and Valuation for Strategic Decision-Making Aligning Financial Data with Strategic Goals Effective integration involves ensuring that: - Financial reports highlight key performance indicators aligned with strategic objectives - Analysis pinpoints operational strengths and weaknesses impacting strategic initiatives - Valuation methods inform capital allocation and growth strategies Leveraging Financial Insights for Strategic Advantage Companies can utilize financial analysis and valuation to: Identify profitable segments or products for expansion Assess the impact of strategic investments or divestments Optimize capital structure and financing strategies Enhance stakeholder communication and confidence Challenges and Ethical Considerations While financial data provides valuable insights, strategic use must be tempered with awareness of: - Potential for earnings management or reporting manipulation - Risks of over-reliance on quantitative metrics - Ethical responsibility to provide transparent and truthful information A strategic perspective emphasizes balanced judgment, ethical standards, and long-term value creation. --- Conclusion Financial reporting, statement analysis, and valuation are not just technical exercises but strategic tools that influence the trajectory of a business. When harnessed effectively, they enable management to craft informed strategies, communicate transparently with stakeholders, and pursue sustainable growth. Recognizing the interconnectedness of these financial practices with strategic goals ensures that financial insights serve as 5 catalysts for competitive advantage, operational excellence, and long-term value creation. In an increasingly complex and dynamic marketplace, integrating financial analysis with strategic thinking is essential for navigating uncertainty and achieving enduring success. Question Answer What are the key components of financial statement analysis from a strategic perspective? Key components include liquidity analysis, profitability ratios, leverage ratios, efficiency metrics, and trend analysis, all aimed at understanding a company's financial health and strategic position. How does financial reporting influence strategic decision-making? Financial reporting provides accurate and timely data that help management assess performance, identify areas for improvement, allocate resources effectively, and make informed strategic decisions. What role does valuation play in strategic planning and investment decisions? Valuation helps determine the intrinsic value of a company or asset, guiding investment decisions, mergers and acquisitions, and strategic growth initiatives by assessing potential returns and risks. How can financial statement analysis identify a company's competitive advantage? By analyzing ratios such as profit margins, return on assets, and market share trends, financial statement analysis can reveal strengths in operational efficiency, cost control, and profitability that underpin competitive advantage. What are common challenges in financial statement analysis for strategic purposes? Challenges include accounting manipulations, differences in accounting standards, limited comparability across firms, and the need for qualitative context to fully interpret the numbers. How do financial ratios assist in evaluating a company's strategic position? Financial ratios provide insights into liquidity, solvency, profitability, and efficiency, helping analysts assess whether a company is aligned with its strategic goals and where improvements are needed. What is the significance of cash flow analysis in strategic financial assessment? Cash flow analysis

evaluates the company's ability to generate liquidity, fund operations, and invest in growth, which are critical for sustainable strategic planning. How does the integration of financial reporting and valuation enhance strategic insights? Integrating financial reporting with valuation allows for a comprehensive view of a company's current financial health and future growth potential, supporting more informed strategic decisions. What emerging trends are shaping the future of financial statement analysis and valuation? Emerging trends include the use of artificial intelligence and data analytics, increased focus on non-financial metrics like ESG factors, real-time reporting, and advanced valuation models leveraging big data.

Financial Reporting Financial Statement Analysis And Valuation A Strategic Perspective

6 Financial Reporting, Financial Statement Analysis, and Valuation: A Strategic Perspective

In the complex world of corporate finance, understanding the nuances of financial reporting, the intricacies of financial statement analysis, and the art and science of valuation are essential for stakeholders aiming to make informed decisions. These components serve as the backbone of strategic financial management, investment analysis, and corporate governance. When approached from a strategic perspective, they transform from mere compliance and accounting exercises into powerful tools for assessing company health, competitive positioning, and future potential. This article delves into each of these areas—financial reporting, financial statement analysis, and valuation—providing an expert-level understanding that combines technical rigor with strategic insight. By the end, readers will appreciate how these elements interconnect and how they can be harnessed to craft sound, forward-looking financial strategies.

--- **Understanding Financial Reporting: The Foundation of Transparency and Accountability**

Financial reporting encompasses the process of preparing and presenting financial statements—primarily the balance sheet, income statement, statement of cash flows, and statement of shareholders' equity—that provide a comprehensive picture of a company's financial position and performance.

The Purpose and Importance of Financial Reporting

At its core, financial reporting serves multiple strategic purposes:

- **Transparency for Stakeholders:** Investors, creditors, regulators, and management rely on financial reports to gauge company performance and health.
- **Accountability:** Companies are accountable to shareholders and regulators to accurately disclose financial information.
- **Decision- Making:** Financial reports inform strategic decisions such as expansion, divestment, or restructuring.
- **Compliance:** Adherence to accounting standards (e.g., IFRS, GAAP) ensures consistency and comparability across periods and entities.

Key Components of Financial Reporting

1. **Balance Sheet (Statement of Financial Position):** Shows assets, liabilities, and shareholders' equity at a specific point in time. It provides insights into the company's liquidity, leverage, and capital structure.
2. **Income Statement (Profit and Loss Statement):** Summarizes revenues, expenses, and profits over a period. It indicates operational efficiency and profitability trends.
3. **Statement of Cash Flows:** Details cash inflows and outflows from operating, investing, and financing activities, highlighting liquidity and cash management effectiveness.
4. **Statement of Shareholders' Equity:** Reflects changes in equity accounts, including share issuance, dividends, and retained earnings.

Strategic Significance of Financial Reporting

From a strategic perspective, financial reporting is not merely about compliance; it's about crafting a narrative that aligns with corporate goals:

- **Performance Benchmarking:** Regular, accurate reporting allows companies to benchmark their performance against industry peers.
- **Risk Management:** Transparency in

liabilities and off-balance sheet items helps identify Financial Reporting Financial Statement Analysis And Valuation A Strategic Perspective 7 potential vulnerabilities. - Strategic Planning: Historical financial data feed into forecasts, resource allocation, and strategic initiatives. - Investor Relations: Clear, consistent financial reports foster investor confidence, supporting capital raising and valuation. --- Financial Statement Analysis: Unlocking Strategic Insights Once financial statements are prepared, the next critical step is analysis. Financial statement analysis involves examining financial data to assess a company's performance, identify trends, and evaluate financial health. When approached strategically, it becomes a tool for competitive analysis, risk assessment, and value creation. Types of Financial Analysis 1. Horizontal Analysis: Compares financial data across multiple periods to identify growth trends or deterioration. 2. Vertical Analysis: Expresses financial statement items as a percentage of a base figure (e.g., sales in the income statement) to analyze cost structure and margins. 3. Ratio Analysis: Uses quantitative ratios to evaluate liquidity, solvency, profitability, efficiency, and valuation. Common ratios include: - Liquidity Ratios: Current Ratio, Quick Ratio - Solvency Ratios: Debt-to-Equity, Interest Coverage - Profitability Ratios: Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin - Efficiency Ratios: Asset Turnover, Inventory Turnover - Market Ratios: Price-to-Earnings (P/E), Earnings per Share (EPS) Strategic Application of Financial Analysis - Assessing Competitive Position: Comparing key ratios with industry benchmarks reveals strengths and weaknesses relative to competitors. - Identifying Operational Efficiency: Analyzing margins and turnover ratios helps pinpoint operational bottlenecks or inefficiencies. - Evaluating Financial Flexibility: Liquidity and solvency ratios inform about the company's capacity to withstand shocks or fund growth. - Forecasting and Planning: Trend analysis supports predictive modeling and scenario planning. - Risk Management: Detecting signs of financial distress or excessive leverage informs risk mitigation strategies. Limitations and Considerations While powerful, financial statement analysis must be contextualized: - Accounting policies and standards may differ across companies and industries. - Non-financial factors (market conditions, management quality, regulatory changes) influence strategic decisions. - Financial data is historical and may not fully predict future performance. Thus, integrating qualitative insights and forward-looking metrics enhances strategic analysis. --- Valuation: The Art and Science of Estimating Value Valuation transforms financial data into a monetary estimate of a company's worth. It is crucial for mergers and acquisitions, investment decisions, financial reporting, and strategic planning. Approaches to Valuation 1. Market-Based Valuation: Uses comparable company analysis (CCA) or precedent transactions to estimate value based on how similar firms are valued in the market. 2. Income-Based Valuation: Projects future cash flows and discounts them to present value using an appropriate discount rate. The most prominent Financial Reporting Financial Statement Analysis And Valuation A Strategic Perspective 8 method is the Discounted Cash Flow (DCF) analysis. 3. Asset-Based Valuation: Calculates value based on the net asset value (NAV), adjusting book values to fair market value. Suitable for asset-heavy companies or liquidation scenarios. Strategic Perspectives on Valuation - Growth Potential: Valuation models incorporate growth assumptions, which reflect strategic initiatives like market expansion, product innovation, or operational improvements. - Risk Assessment: Discount rates and cash flow projections embed risk considerations, aligning valuation with the company's risk profile. -

Competitive Advantage: Intangible assets such as brand value, intellectual property, and customer relationships are critical in valuation, especially from a strategic standpoint. - Scenario Analysis: Strategic valuation involves stress-testing assumptions under different scenarios to evaluate resilience and identify value drivers. Challenges and Considerations - Forecasting Uncertainty: Estimating future cash flows requires deep industry knowledge and strategic insight. - Choice of Discount Rate: Reflects risk and capital costs; misestimation can lead to significant valuation errors. - Intangibles and Non-quantifiable Assets: Valuing intangibles remains complex but is vital for tech firms, brands, and R&D-heavy companies. - Market Conditions: External factors such as economic cycles, regulatory environments, and technological changes influence valuation. --- Integrating Financial Reporting, Analysis, and Valuation for Strategic Success The true power of understanding financial reporting, statement analysis, and valuation lies in their integration. When viewed through a strategic lens, these tools enable decision-makers to: - Align Financial Metrics with Business Strategy: Ensuring financial targets support long-term corporate vision. - Identify Value Drivers and Risks: Pinpointing operational levers and vulnerabilities to optimize value creation. - Enhance Capital Allocation Decisions: Prioritizing projects and investments with a clear understanding of their financial impact and strategic fit. - Support Mergers, Acquisitions, and Strategic Partnerships: Providing rigorous assessments of target companies' financial health and value. - Monitor and Adjust Strategic Plans: Using ongoing financial analysis to refine strategies in response to market and internal performance signals. --- Conclusion: A Strategic Edge in Financial Mastery Mastering financial reporting, statement analysis, and valuation from a strategic perspective transforms financial data from mere numbers into a potent narrative about a company's prospects, risks, and intrinsic value. It empowers leaders, investors, and analysts to make informed decisions that align with long-term strategic goals, foster sustainable growth, and create shareholder value. In an era where markets are more competitive and volatile than ever, a nuanced understanding of these financial disciplines offers a decisive edge—one that enables proactive strategy formulation, risk mitigation, Financial Reporting Financial Statement Analysis And Valuation A Strategic Perspective 9 and value maximization. Whether assessing a potential acquisition, optimizing operational performance, or communicating a compelling corporate story, the strategic application of financial insights remains an indispensable skill in the modern financial landscape. financial reporting, financial statement analysis, valuation, strategic management, financial ratios, corporate finance, investment analysis, financial planning, managerial accounting, strategic decision-making

Strategic Valuation of CompaniesRecent Trends in ValuationValuation for M&AValuation for M&AValue-based Human Resource StrategyCompany Valuation - A Strategic ApproachValuationStrategic ValueValuation, Depreciation and the Rate-baseThe Portable MBA in StrategyValuation Docket No.150ValuationThe Valuation of Public Service Corporation PropertyValuation of Public Service CorporationsStrategic DevelopmentValuationValue creation by private equity-backed IPOs. Underpricing and long-term performance in GermanyManaging for ValueProceedings of the American Society of Civil EngineersHart's E&P. Alan Gregory Luc Keuleneer Chris M. Mellen Chris M. Mellen Laura Brown Niranjana Swainchandra Sekhar Mishra

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as the pressure to focus on shareholder returns increases it is essential that ceo s business managers financial managers and analysts have the necessary understanding and skills to ensure their actions are producing the appropriate returns this bestselling briefing revised and updated in a new edition enables you to calculate value effectively it provides a systematic and reliable means to assess the potential for value creation in a range of circumstances covering the latest valuation techniques alongside traditional models it illustrates their relative advantages and disadvantages with the use of case studies throughout by applying these models the risk involved in corporate decision making can be significantly reduced the new edition updates and extends the first edition to incorporate recent developments in this field revisions and additions include the complex issue of how to value technology companies accounting standards asset based valuations book and market values and cross border valuations contents include introduction review of traditional valuation models and their contemporary operationalisation fundamental dcf models the cost of capital in dcf models forecasting free cash flows and calculating horizon value contemporary methods for operationalising the fcf method additional factors in valuation for takeovers and mergers value added through flexibility

conventional valuation techniques take little account of the unexpected outcomes and uncertainties of real life real options are one method of tackling these problems in order to give a realistic view in practice rather than simply in the theoretical world tom copeland in his contribution considers the probability that real options will in the future become the standard method of valuation and of evaluating the financial viability of ventures this book follows past current and potential future valuation techniques and discusses current trends in this area in the light of the ever increasing desire to assess and manage risk and uncertainty

discover the tools necessary to determine what your company's value is what drives its value and how to enhance that value during an m a transaction the only book to focus on valuation specifically for mergers and acquisitions valuation for m a building value in private companies second edition lays out the steps for measuring and managing value creation in privately held businesses this groundbreaking work led directly to authors chris m mellen and franck c evans being named the joint 2010 am aa middle market thought leader of the year by the alliance of merger acquisition advisors and its thorough overview of the subject recognizes a company as an investment and explains how to manage that value to maximize shareholder returns focusing on returns risks and capital invested explains investment or strategic value versus fair market value and provides a document request checklist sample interview questions and formats for adjusting financial statements developing discount rates the computation of net cash flow and a valuation reconciliation form includes a comprehensive case study to illustrate concepts and calculations now covers fair value accounting and the impact of sfas nos 141 142 and 157 and their ifrs counterparts intangible asset valuation techniques exit planning international m as and venture backed early stage companies showing corporate executives as well as m a professionals and business appraisers how to value privately held businesses for merger and acquisition purposes this book helps investors executives and their advisors determine the optimum strategy to enhance both market value and strategic value to maximize return on investment

determine a company's value what drives it and how to enhance value during a m a valuation for m a lays out the steps for measuring and managing value creation in non publicly traded entities and helps investors executives and their advisors determine the optimum strategy to enhance both market value and strategic value and maximize return on investment as a starting point in planning for a transaction it is helpful to compute fair market value which represents a floor value for the seller since it by definition represents a value agreed upon by any hypothetical willing and able buyer and seller but for m a it is more important to compute investment value which is the value of the target company to a strategic buyer and which can vary with each prospective buyer prepare for the sale and acquisition of a firm identify quantify and qualify the synergies that increase value to strategic buyers get access to new chapters on fairness opinions and professional service firms find a discussion of roger grabowski's writings on cost of capital cross border m a private cost of capital intangible capital and asset vs stock transactions inside all the necessary tools you need to build and measure private company value is just a page away

value based human resource strategy demonstrates how hr strategy can be positioned and implemented to generate real shareholder value using case studies from bt dyson marks and spencer and others the following topics are covered scope positioning process strategy techniques links with managing for value project managing hr strategy specific hr strategy issues and breakthroughs being an hr strategy consultant many hr managers are trying to become more of a consultant than an hr administrator and don't know how to this book addresses that need it is practical and contains visual tools to work through hr issues

valuation is basically the estimate of the current market value of an asset in the event of buying selling merging restructuring or raising additional capital the value of a company is important this book focuses on how valuations are made along with

outlines an effective evaluation methodology for assessing the value of any organization valuation offers methods to accelerate the achievement of explicitly stated goals through external means and discusses the implications for valuation that would aid in the prioritization and execution of the most favorable strategies filled with numerous checklists and forms this comprehensive resource addresses important valuation issues for many different situations

right now businesses are operating in an environment of volatility and risk never before seen in financial markets uncertainty is up confidence is down and value is anyone's guess there's never been a greater need to understand value and to be able to assess it and there's never been a better time to make real changes to improve the overall competitive advantage of your business strategic value provides a lucid framework for assessing how much your business is worth what risks confront it and how you can add value to it first strategic value offers a clear guide to conducting a valuation next it addresses what to do when things go wrong equipping readers with four tried and tested methods for analysing risk because as valuation expert richard stewart points out when the stakes are high and the risks are real knowledge is power the picture is completed with five ways in which a senior executive can increase the value of their business this down to earth and exceptionally practical guide draws on parallels with sailing gambling and poker the reason just as in business valuation all three endeavours require participants to understand what's at stake and the risk associated with that stake and to grasp the strategies through which they might improve their position in today's post gfc economy valuation is not so much an accounting add on as a core business skill strategic value is vital reading for cfo's and senior financial executives heads of strategy current and future entrepreneurs investors especially corporate portfolio managers and any businessperson who has responsibility for the strategic direction of their company

the best in strategic management from today's top strategic thinkers at leading business schools from tackling issues of corporate business and global strategy to analyzing industrial technological and organizational factors this book defines the current terms involved and offers practical suggestions for implementing them

valuation theories and concepts provides an understanding on how to value companies that employ non standard accounting procedures particularly companies in emerging markets and those that require a wider variety of options than standard texts provide the book offers a broader more holistic perspective that is perfectly suited to companies and worldwide markets by emphasizing cases on valuation including mergers and acquisition valuation it responds to the growing expectation that students and professionals must generate comprehensive perspectives based on thorough investigations and a library of valuation theories readers will gain a better understanding of the development of complete analyses including trend analysis of financial parameters ratio analysis and differing perspectives on valuation and strategic initiatives case studies include stock

market performance and synergies and the intrinsic value of the firm are compared with offer price in addition full data sets for each chapter are available online provides an understanding on how to value companies that employ non standard accounting procedures particularly companies in emerging markets gives readers the ability to compare the intrinsic value of the firm with the offer price showcases a variety of valuation techniques and provides details about handling each part of the valuation process each case has data in excel spreadsheets for all companies and data sets for each chapter are available online

based on research published in the fields of strategic management systems dynamics and forecasting this text offers a conceptual model of the strategic development process it includes the research of writers such as paul schoemaker on scenario planning and kim warren on cognitive mapping plus writings from contributors including michael porter

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bachelor thesis from the year 2019 in the subject business economics review of business studies grade 1 0 university of applied sciences regensburg language english abstract this paper examines value creation by private equity backed ipos it gives detailed insights on a mostly us based research topic analyzing 134 german ipos from 2002 to 2018 of which 49 were identified as pe backed and contributes empirical evidence on the discussion of private equity value creation the empirical results provide detailed information on whether private equity financing can be a suitable financing source for companies by comparing and analyzing the performance differences between ipos of companies with and without private equity sponsors furthermore the paper provides empirical evidence on the ipo phenomena of underpricing and negative long term performance for germany differentiating itself from former studies in terms of a broader time horizon and an extensive return calculation methodology since the locust swarms debate initiated by spd politician franz müntefering private equity investors have had to struggle with an extremely bad reputation in germany unpopular measures such as company divestitures or mass redundancies to achieve set turnover and return targets reinforce the negative image of financial investors accordingly investor

and business magnate warren buffet criticized that businesses under private equity control become a piece of merchandise nonetheless the private equity industry continues to boom reaching new records in terms of global business volume and transactions under these circumstances and new evolving discussions it is essential to take a close look at the business model of private equity firms and to analyze potential short and long term value creation in their portfolio companies

describes a process of strategic management which combines financial evaluation methods with strategic management techniques like portfolio planning and competitive strategy analysis

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