

# Company analysis and proposal document for a private equity company



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Company	Realisation - approach	Result
<p>An international private equity company</p>	<ul style="list-style-type: none"><li>• Analysis and presentation of the financial figures as basis for the management decision proposal</li><li>• Description of the core business activities, with regard to key events in the direct bank 's history</li><li>• Analysis of the business model based on exogenous and endogenous drivers</li><li>• Analysis of the direct bank based on KPIs with regard to the respective business areas</li><li>• Analysis of the P&amp;L figures from the annual reports</li><li>• Assessment of the direct bank in direct comparison to the respective market competitors</li><li>• Evaluation of the risk management measures based on Default-, Market-, Business-, Operational- und Liquidity Risk</li><li>• Detailed analysis and evaluation of the forecast as defined by the direct bank for the future years</li></ul>	<ul style="list-style-type: none"><li>• Finalizing a proposal document for the private equity company, including a management-level presentation of the analysis results regarding the direct bank</li><li>• On the basis of the presentation the private equity company was able to reach a decision on whether to acquire the direct bank</li></ul>
<b>Initial situation</b>		
<p>The private equity company aimed to enhance its financial business portfolio with the possible acquisition of a specific German direct bank operating on an European level. In this regard a detailed analysis of the direct bank was required as basis for a proposal document.</p>		
<b>Task</b>		
<ul style="list-style-type: none"><li>• The private equity company required a management decision proposal within 1 month based on a comprehensive analysis of the direct bank.</li><li>• Focus areas for the analysis were defined as financial results, business model value chain, competitor analysis, benchmarking, customers, pricing and usp.</li></ul>		