

Value In Due Diligence: Contemporary Strategies For Merger And Acquisition Success

	Hard		Soft	
	Create value	Support the stretch	Manage risks	Maintain stability
Most important deliverables	<ul style="list-style-type: none"> Integration rationale & link with growth strategy Synergy management approach 	<ul style="list-style-type: none"> Pre-closing period prepared Prioritised activities, focused use of resources Effective integration management 	<ul style="list-style-type: none"> Leadership and management Integration management and follow-up 	<ul style="list-style-type: none"> Communication: The right message, the right addressee, the right timing Focus on culture
Deciding questions	<ul style="list-style-type: none"> How does the acquisition fit the overall company strategy? Where are the synergies to be realised? (function, scope, timing) 	<ul style="list-style-type: none"> How is guaranteed that organisation is operational from day 1? What is the focus for the first 100 days? 	<ul style="list-style-type: none"> How is the continuity of the business guaranteed during the transformation? 	<ul style="list-style-type: none"> How are the acceptance, engagement and alignment guaranteed?
Role of Acquirer	<ul style="list-style-type: none"> Due diligence: assess and value the Takeover target 	<ul style="list-style-type: none"> Ensure operational continuation Bring the desired focus into the Takeover target 	<ul style="list-style-type: none"> Ensure smooth transformation Prevent mismatches that could frustrate the business 	<ul style="list-style-type: none"> Attention for cultural integration and communication Realise synergies
Role of Take-over target	<ul style="list-style-type: none"> Retrieve and disclose relevant knowledge and data Facilitate smooth assessment and valuation 	<ul style="list-style-type: none"> Ensure operational continuation Enhance the desired focus of the Acquirer 	<ul style="list-style-type: none"> Ensure smooth transformation Prevent mismatches that could frustrate the business 	<ul style="list-style-type: none"> Attention for cultural integration and communication Realise synergies
Role of Supporting partner	<ul style="list-style-type: none"> Retrieve and disclose relevant knowledge and data Facilitate/execute smooth assessment and valuation 	<ul style="list-style-type: none"> Support operational continuation Support enhancement of the desired focus of the Acquirer 	<ul style="list-style-type: none"> Support smooth transformation Support prevention of mismatches that could frustrate the business 	<ul style="list-style-type: none"> Support cultural integration and communication Support synergy realisation

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strategy to realize long-term returns and optimal growth. overall long-term strategic vision is critical to the success of the deal of 10 to 35 percent of the target company's calculated market value.

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