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Private equity refers to compan ownership by a specialized inversement firm

The Basics of Private Equity Funds

What Is The Goal?

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What is Private Equity

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How can Private Equity be useful to

promising enterprise

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fixer-uppe





conclusion

Provide equity investment fund, the main investment is lowants to small and medium enterprises. Small and medium-sited enterprises are the main beopy of rational economy, so the private equity fund is a major contribution to the 50P, is the controllation of the task, is especially the contribution to employment, on the whole, provide equity investment fund contribution is more than large enterprises, the private equity investment fund supports small and medium enterprises, so the private equity investment is the biggest support for the national economy.

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Definition

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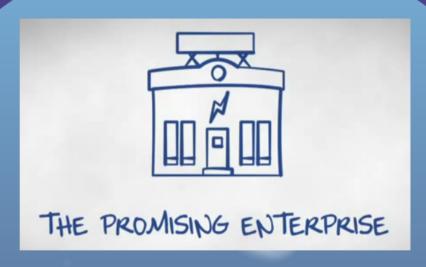
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Promising companies are those that completed the 'start up' phase and got stuck in the 'growth' phase, due to shortage in capital.



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Fixer-upper companies are those that stayed long enough in the 'maturity' phase to start declining, due to business and/ or operational challenges, lack of innovation and shortage in capital to push the company to the next frontier for growth.



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What Do Private Equity Firms Provide?

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- 1. A source of capital for companies in need.
- 2. A key driver for economic growth and innovation.
- 3. Seek out under performing or undervalued companies and work with the companies to improve business strategy, marketing, managerial expertise.