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Definition

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- Private equity refers to company ownership by a specialized inverstement firm

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.

What is Private Equity?

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What Is The Goal?

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Typically, a private equity firm will establish a fund and use it to buy multiple businesses, with the goal of selling each one within a few years at a profit.

How can Private Equity be useful to companies

promising enterprise

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fixer-upper

conclusion

Private equity investment fund, the main investment is towards to small and medium enterprises. Small and medium-sized enterprises are the main body of national economy, so the private equity fund is a major contribution to the GDP, is the contribution of the tax, is especially the contribution to employment. on the whole, private 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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3.

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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.

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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