**M&A Analysis and Implementation**

**Company Description:**
World leader in the development, manufacture, application and supply of specialty chemicals and services to the oil and gas industry.

**Short Project Name:**
Acquisition Development and Evaluation

**Project Description and Deliverables:**
Evaluate potential acquisition targets for financial return and portfolio fit. It will include company identification, origination, company strategy evaluation, financial evaluation, deal structure. We would be looking to acquire companies that are in the west of the USA, including Alaska, that service chemical to the Oil and Gas industry. Target business would have $5 to $65 million in annual revenue

Key Deliverables
Multiple company options that fit acquisition criteria.

**Company Description:**
Private Equity Company from Palo Alto, Ca.

**Short Project Name:**
Identify Successful Private Equity Investments

**Project Description and Deliverables:**
The first half of the semester will be spent on a broad analysis of a given industry (industry TBA). This analysis will require the team to identify the industry's size, growth drivers, growth constraints, trends, and best-in-class business models. Data sources available for this analysis include industry reports, company websites, analyst reports, industry interviews, and analogous industry analysis. This phase of the project will conclude with a 10-15 slide PowerPoint presentation that highlights industry dynamics and a clear and unique investment thesis.

The second half of the semester will be spent on a competitive landscape and potential investment analysis. The team will perform a company-by-company analysis of industry participants (qualitative and quantitative), and build rough financial models for potential acquisition targets. These financial models will be constructed using either company data or bottom-up analysis. Also included in the financial model will be a life-time value of customer, customer acquisition costs, and margin level analysis.

The semester will conclude with a PowerPoint presentation that highlights the industry's competitive landscape and each company that the team believes to be a lucrative acquisition. This presentation will be presented via webex to our management.
Key Deliverables
10-15 slide PowerPoint presentation that highlights industry dynamics and a clear and unique
investment thesis a final PowerPoint presentation that highlights the industry's competitive
landscape and each company that the team believes to be a lucrative acquisition

Company Description:
ZZZZZ looks to acquire, improve, & professionalize higher-end salons & spa’s in the New York metro
area. The company uses a roll-up private equity investment strategy. The Salon K Group purchased
XXXXX Salon in Hartsdale, New York in 2010. In 2012 the company acquired YYYYY Salon in Hartsdale,
NY. In 2012 a company affiliate acquired QQQQQQ Salon & Spa in CT.

Short Project Name:
Multi-faceted project for PE salon roll-up

Project Description and Deliverables:
This project will encompass many smaller projects depending on the skill-set & interests of the
participating students. Some projects are on an ad-hoc basis based on current business needs. The
business is at an inflection point of growth.

Students will work with company to determine the highest priority projects and executable projects
based on the skills and interests of the team. All team members will have exposure to the various mini-
projects resulting in the broad exposure to numerous business challenges. A few of the projects are
below:
- develop marketing strategy & estimate annual costs
- identify acquisition targets & prepare financing materials
- develop content for multiple web sites
- research international expansion opportunities in Latin America & China (native Chinese- & Spanish-
speakers a plus)
- identify "hot lists" of prior customers to target for marketing efforts -identify potential stylists,
massage therapists, & estheticians -execute cost-cutting initiatives