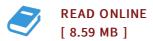




Corporate Evaluation of Fielmann AG

By Alexander Zureck

Grin Verlag Nov 2012, 2012. Taschenbuch. Book Condition: Neu. 211x146x12 mm. This item is printed on demand - Print on Demand Titel. - Dokument aus dem Jahr 2012 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,3, FOM Essen, Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulleitung Essen früher Fachhochschule, Sprache: Deutsch, Anmerkungen: Unternehmensbewertung der Fielmann AG zum 31.12.2011 nach Multiplikator- und DCF-Verfahren basierend auf Daten aus Bloomberg., Abstract: There are various occasions for a corporate evaluation: purchase, sale, privatization, IPO, evaluation of growth options, preparation of business restructurings and much more. This work s occasion is to determine the corporate value of Fielmann AG from a buyer s point of view. Somebody wants to invest in Fielmann AG to optimize his own portfolio. The first part of this assignment describes the framework of a corporate evaluation. After this introducing part, the common methods and approaches of a corporate evaluation, emphasizing the respective advantages and disadvantages, is discussed. The second part applies selected methods to the evaluation of Fielmann AG in practice: The discounted cash flow methods (entity and equity approach) and the multiplier method. The date of evaluation is December 31st 2011, all data are accessible to the public (mostly via...



Reviews

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