

Security Warning: Macros have been disabled. Options...

A20 | 4. How favorable are the competitive dynamics?

Step 3: Strategic and Financial Attractiveness Scoring

Complete standard assessment of strategic and financial attractiveness to reveal initial deal priorities

Go to Step 4: Readiness Score Sheet

Level of Strategic and Financial Attractiveness Criteria

Please assess up to 35 targets/sectors using a 1-10 scale

Business Unit: BU Alpha | BU Beta

Target/Sector Name: Target 1 | Target 2

Financial Attractiveness

1. What is the sector's growth profile? <i>(1=Low Growth; 10=High Growth)</i>	8	3						
2. What is the sector's margin sustainability? <i>(1=Short Term; 10=Long Term)</i>	7	9						
3. How favorable is the sector's cyclicality? <i>(1=Unfavorable; 10=Favorable)</i>	5	6						
4. What is the sector's volatility? <i>(1=Very Volatile; 10=Very Stable)</i>	6	5						
5. How favorable is the sector's cash flow? <i>(1=Unfavorable; 10=Favorable)</i>	7	4						
Average Financial Attractiveness Score* <i>(1=Unattractive; 10=Very Attractive)</i>	6.6	5.4						

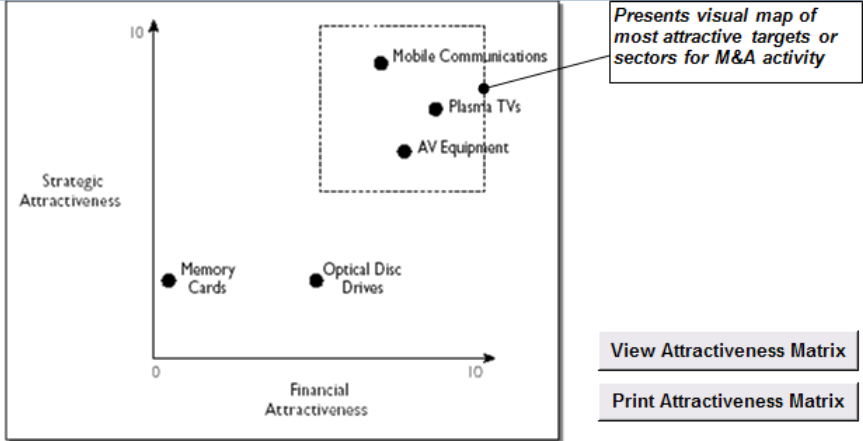
Strategic Attractiveness

1. What is the size of the sector? <i>(1=Low Revenue; 10=High Revenue)</i>	8	4						
2. How robust is the business model? <i>(1=Very Weak; 10=Very Robust)</i>	7	5						
3. How favorable is the geographic diversity? <i>(1=Unfavorable; 10=Favorable)</i>	7	3						
4. How favorable are the competitive dynamics? <i>(1=Unfavorable; 10=Favorable)</i>	4	4						
5. To what extent will our company be able to leverage core skills? <i>(1=Very Little; 10=A Great Deal)</i>	9	2						
6. How complex will integration be? <i>(1=Very Complex; 10=Relatively Simple)</i>	8	4						
Average Strategic Attractiveness Score* <i>(1=Unattractive; 10=Very Attractive)</i>	7.2	3.7						

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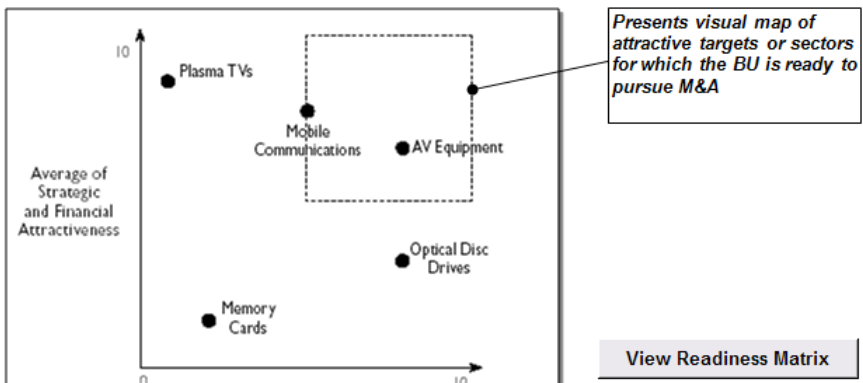
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A B C D E F G H I J K L M N O P Q R S



(Illustrative Example)

B. Attractiveness v. Readiness Matrix



Home H Insert N Page Layout P Formulas M Data A Review R View W Add-Ins X

Cut Copy Paste Format Painter Clipboard

Font: 10, Bold, Italic, Underline, Paragraph, Font Color, Background Color

Alignment: Wrap Text, Merge & Center

Number: General, Currency, Percentage, Decimals

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

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