The case center: Business case and teaching Note published:

1. CASE: “Business planning, financial valuation transaction in France and germany. French wine or German beer? How to celebrate it.
Authors: Maria Ruiz, Samia Belaounia (Neoma) and Natalia Cassinello (Universidad Pontifica Comillas)

2. TEACHING NOTE: "Business planning, financial valuation transaction in France and germany. French wine or German beer? How to celebrate it. Teaching Note Authors: Maria Ruiz, Samia Belaounia (Neoma) and Natalia Cassinello (Universidad Pontifica Comillas)
Business planning, financial valuation and transaction in France and Germany. How to celebrate it: French Wine or German Beer?

Case Study

Keywords: Business Planning, Financial Valuation, Small companies, Multiples, Comparables, Consulting sector, Service company, Behavioural Finance, Sensitivity Analysis, Discounted Cash Flows, Investment Analysis, Financial Analysis, Return on investment (RoI)

The case was prepared by Maria Rui Gouveia, Samba Belgacem (both from Neoma Business School, France) and Natalia Casimiro (from Comillas University, Spain). It is intended to provide a basis for case discussion and may serve as an illustration of a situation rather than as a definitive or definitive representation of a situation. The information on financials and data presented in this case analysis is based on publicly available reports, presentations, as well as press articles or reports authored by the companies. Some of the names and companies may be fictitious.

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Correspondence: Maria Rui Gouveia

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