

XYZ Company

Acquisition Planning

REV: Date

Five Types of Acquisition Strategies

Types of Acquisition Strategies	Buyer Motivation
<i>SPECULATING</i>	Belief that the acquisition target has future growth potential that you can benefit from at a future time either in the market you currently serve or helping you enter a new one
<i>VALUE CREATING</i>	Belief that the acquisition will improve/enable your company performance and make your business more profitable by leveraging a capability they have
<i>CONSOLIDATING</i>	Remove competition from the market so there are fewer players chasing the work you target
<i>RESOURCE ACQUIRING</i>	Belief that the acquisition will bring you a faster and easier way to gain skills, capacity and/or technology
<i>ACCELERATING</i>	Belief that the acquisition will accelerate your revenue growth rate

Identifying Your Potential Acquisition Targets

Potential Acquisition Targets (List specific targets and identify reason for acquiring)	Remove Them As A Competitor	Attain Their Customers & Their Market Share	Gain Access To A New Market	Attain Their Technology	Attain Their Product/ Service Portfolio	Attain Their Fulfillment Capacity – Key Assets (Facility,Equip)	Attain Supply Chain and/or Fulfillment Model	Attain Their IP	Attain Their R&D Capability	Attain Their Team

Step 1: Identify potential future acquisition targets

Step 2: Insert “5” if it’s a HIGH reason you would acquire them, or “1” if it’s a low reason