

Merger and Acquisition Strategic Assessment Template

Company Name:

Date:

Prepared by:

1. Executive Summary

2. Strategic Rationale

3. Target Company Overview

Company Name:

Industry / Sector:

Headquarters:

Key Products/Services:

Key Financial Information:

4. Strategic Fit Assessment

Criteria	Assessment	Comments
Market Synergies		
Product/Service Complementarity		
Geographical Advantages		
Customer Base Alignment		
Operational Synergies		

5. Potential Risks and Challenges

6. Financial Analysis Overview

Item	Details
Valuation Estimate	
Revenue Impact	
Cost Synergies	
Integration Costs	

7. Integration Considerations

8. Recommendation & Next Steps