

Chapter 1

Introduction to Business Valuation

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ABSTRACT

This chapter is an introduction to the book and provides basic information to help readers in the following chapters. This book analyzes all kinds of problems and develops solutions in firm valuation process. The needs and purposes of firm valuation are briefly explained. Basic Concepts, such as Cost, Price, Value, Valuation, Evaluation, Free Cash Flow, and different types of value, are explained. Face value, issue price, fair value, intrinsic value, market value, book value, going-concern value, liquidation value, replacement value, enterprise value, and equity value are explained within the different types of value. Then, "financial statements" and "elements of financial statements", which will form the basis of all valuation approaches, are explained and emphasized. The value drivers for businesses are discussed. Business valuation approaches' general features are given.

INTRODUCTION

The question of what the value of your company is a strategic subject in a firm's ongoing activities. Although many senior managers and the owner of the companies know accurately the value of capital assets, vehicles, machines, cars, or more simply the computer that they uses, when the question is asked about the value of the company, which is the main subject of them, they often give answers rarely accurate and questionable. In real life, the value of the company is an important tool not only for selling, acquisition or merger but also for making medium and long-term plans properly. The main purpose of finance managers is to maximize the market value of the firm, and thus the maximum amount of money that will remain to shareholders. The managers who exhibit a value-based management approach will determine factors affecting the value of the company, which are called value drivers. And they will give importance to these issues in the company's medium and long-term strategic plans.

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