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# ROHU: INC. INITIAL PUBLIC OFFERING





# *Introduction*

**A technology company known as Rohu Inc., is considering offers to launch the initial public offering (IPO). The case analyses the key issues and the decisions which were taken by the leaders of the company during this transition. The work examines the tactical, capital, and performance issues as well as a view on the IPO valuation, timing, and market aspects.**

# *Valuation Challenges*

**The case seems to have brought out one of the major issues facing investors, how to value Rohu Inc appropriately, factors that can affect valuation include growth in revenue, profitability and comparison to similar firms. This decision brings up the question as to whether Rohu's leadership should adopt a figure that is altogether higher and more appealing to long-term individuals, yet not necessarily more reasonable in its merits; or lower, which might appear more realistic and, therefore, more reasonable in its HTML Elements.**



# *Strategic Implications*

**It also analyse the signalling and entry modes adversely associated with going public decision. However, this comes with social awareness and everyone – regulators, analysts and the public in general – will be watching the company more carefully as it implements its plans after the IPO. Rohu's management has to brace itself for more disclosure, regulation, and demand for meeting quarterly results.**





# *Conclusion*

**This paper seeks to analysis the Rohu Inc. IPO case and show how challenging is to conduct an IPO, especially when it is for a developing technology company. Finally, the company must work on its financials and assess them to ensure that it meets the strategic and markets requirement for a successful offering.**

# *RESOURCE*

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