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SOUTHERN CROSS LATIN AMERICA PRIVATE EQUITY FUND



INTRODUCTION


This case analyses the strategies and issues, threats and opportunities of the Southern Cross Latin America Private Equity Fund operating in the Latin America region. This paper delves into the endpoints of the fund's investment strategy, decision making progress, and the details of investment management in a place where economic riskiness and political turmoil are unavoidable.





INVESTMENT STRATEGY

The strategy which was believed to have been applied by Southern Cross involves looking for undervalued companies that have a lot of growth possibilities. The firm targets industries that depend on the macro economic cycles and consumer expenditure in Latin America including energy, infrastructure and consumer goods. The fund is operational and very much involved in the management of portfolio companies to sought out incremental operations and growth strategies.



CASE ANALYSIS

The case solution entails evaluation of the factors that led to the Bank's investment decisions; this will involve identifying the reasons Southern Cross undertook to invest in the particular companies and sectors. Comparing the results of these investment gives organisation the opportunity to assess the efficiency of their tactics. Finally, the case discusses the strategies used by the firm regarding its exits and how the economic status influences the completions and achievements of such exits.



CONCLUSION

The case of Southern Cross Latin America Private Equity Fund can provide a lot of useful lessons for managing the private equity investments in emerging markets. The case shows that understanding the local environment, being able to respond to it and constantly be managing risks can lead to successful outcomes. To the investors and business students, the case offers more than just the general lessons on private equity investments in Latin American region while highlighting the inherent pros and cons.





RECOMMENDATIONS

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