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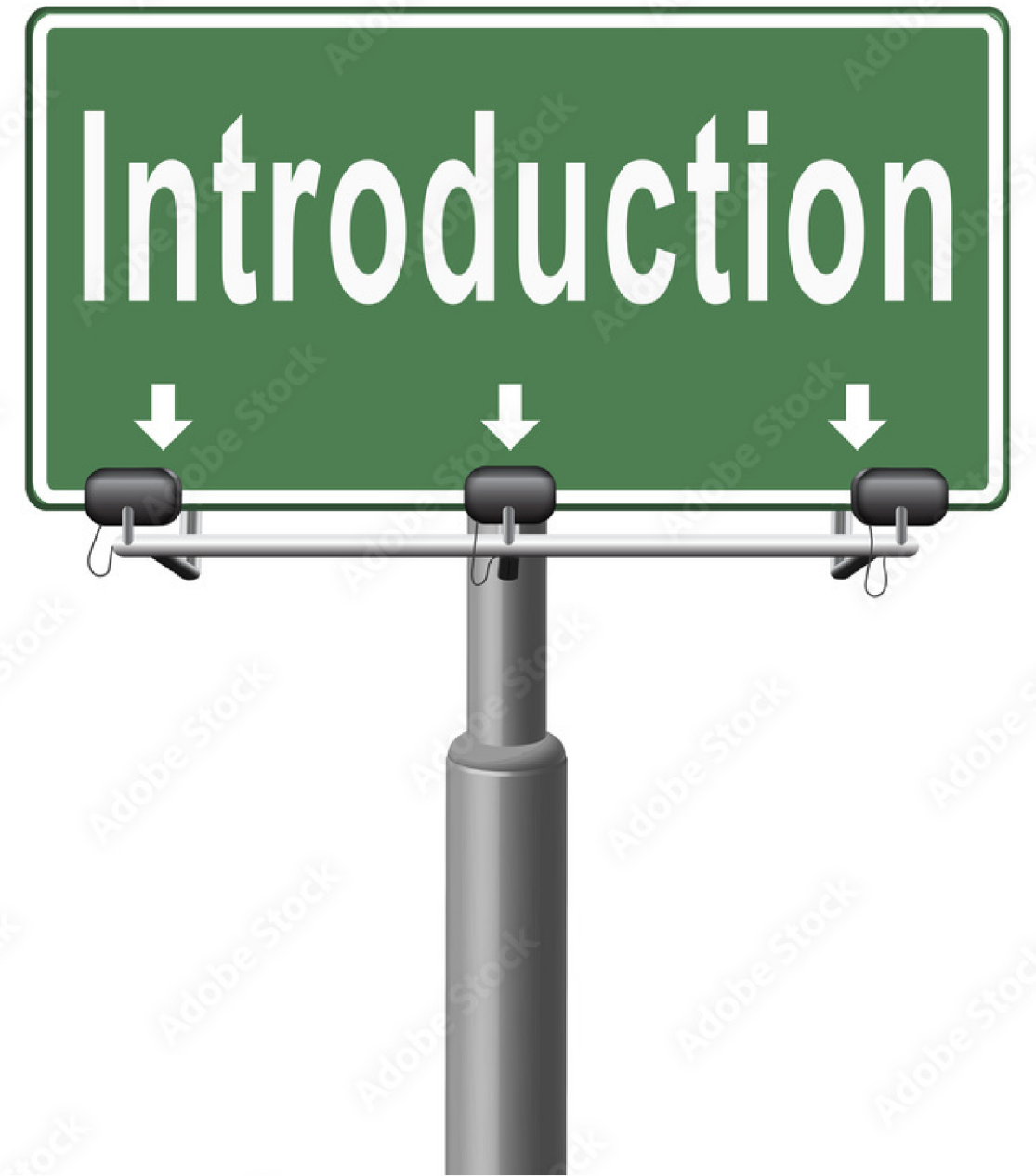
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# Exxel Group: September 1995



# Introduction

This uncertain business environment was a perennial feature of private equity in Latin America, and the future of the Exxel Group was thrown to the wind when, in September 1995, initially established in 1991 and established as one of the most aggressive acquirers in the region, it has expanded into one of the largest regional private equity firms via an operational, value-added approach to management. .



# Aggressive Acquisition Strategy

Analysing the changes in the total number of shares and the overall anthropological structure, one can All in all, Exxel's growth was mainly the result of its acquisition policy.

Over the course of eighteen months to September 1995, It made it possible opportunities that none of the other firms had noticed and then acquire the targeted assets contributed greatly towards its success.

# Strategic Partnerships and Diversification



Strategic partnerships and diversification was another pronounced activity that formed the essential component of Exxel strategy.

# Conclusion

The underlying sources of competitive advantage and vulnerability facing Exxel Group in September 1995 are multifaceted as it clearly occupied a critical position with many opportunities and threats lying ahead. In addition to its acquisition strategy, which had been very forward, the company also employed a close management style, which had led to considerable expansion



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