

# DUE DILIGENCE FOR PRIVATE EQUITY INVESTORS

## THE 6 QUESTIONS YOU NEED TO ASK

### A PENSER CHECKLIST

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**1**

What are the key risks & areas of improvement in the business plan?

**2**

Do the customers' needs align with the company's value proposition?

**3**

Does the business plan fit in with the competitor landscape?

**4**

Does the target company have a plan in place to withstand regulatory changes?

**5**

What are the KPIs and how well do they fare against competitors?

**6**

How do the market drivers & competitors influence their bottom line