

Merger and Acquisition

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Abstract: *Strategic business operations involving the consolidation or combining of companies through various financial transactions are known as mergers and acquisitions, or M&As. In a merger, two or more businesses come together to form a new organization, combining their knowledge and assets to improve productivity and competitiveness overall. Conversely, acquisitions take place when a business buys another, usually in order to obtain access to new markets, technologies, or related goods and services. Many factors, like as reaching economies of scale, broadening product portfolios, expanding into new markets, and obtaining cost synergies, influence M&A activity. These deals might be in the form of conglomerate mergers that combine unconnected companies, vertical mergers involving companies in the same supply chain, or horizontal mergers between competitors. While M&A can have many advantages, such a larger market share and better operational efficiency, they can also present difficulties, like problems with cultural integration, obstacles from the law, and even opposition from stakeholders. Careful planning, extensive due diligence, good communication, and post-merger integration tactics are necessary for a successful merger and acquisition in order to guarantee the merged entity's long-term success and survival..*

Keywords: Acquisitions and mergers