**EFFECTIVE FINANCIAL MANAGEMENT**

**Learning Outcome 4: ACTIVITY 10**

**Equity or debt?**

#### Individually, and then in pairs

Identify a business with which you are familiar. This could be a multinational company from which you have purchased goods/services, a business that owns your favourite brand or the business for which you work (or wish to work in the future).

Note that the business that you select must have raised finance from an equity or debt market.

From your research:

1. Identify the sources of equity and debt finance that are used by your chosen business.
2. Outline the characteristics of each of the types of equity and debt finance that are used by your chosen business.
3. Explain the advantages and disadvantages of each of the sources of equity and debt finance that are used by your chosen business.
4. Prepare a short presentation on your findings.