

ABBA – Accident (Our competitive advantage on the purchase)

- *Purpose is to determine why the seller does not care about the price they receive hence giving us a competitive advantage on the purchase*

<p><i>Is this an accident, if so, what went wrong (for example, a dividend cut, earnings miss)</i></p>	
<p><i>Is this a region or industry that is currently unpopular? Why? Is there any reason to expect some type of reversion to the mean?</i></p>	
<p><i>Is this a special situation such as a spinoff, rights issue, emergence from bankruptcy, index deletion, restructuring, tax loss selling</i></p>	



<p><i>Is this an underfollowed stock? How many analysts cover it? Why do I think it is underfollowed?</i></p>	
<p><i>Or do I simply think I understand the situation better than the market. Why?</i></p>	
<p><i>Have we reach the point of maximum pessimism and if so, why? (include thoughts on why any negative market views are incorrect)</i></p>	

