

What is the end goal of a Private Equity Firm, and how is it justified morally in the realm of investments?

Why is it important?

Private Equity is a massive conglomerate in the realm of finance and economics and many of your favorite businesses are backed by private equity firms. These firms have lots of control over the finances of these businesses and are responsible for the performance of a company.

Every wonder why:

- A business goes under and many stores close down?
- A business expands and franchises past their original means?
- How a small business is able to grow?

These are all answered through private investments such as through private equity firms. While these firms work in the background mostly from the public eye, they have extreme importance in many industries and it is important to understand why and how they run their operations and how those decisions affect us socially and their moral consequences.

