Considerations Regarding GW as a Way for Evaluation of the Efficiency of the Reenterprise of the Enterprises

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Abstract. *For the importance of goodwill, in substantiating the management decisions regarding the business strategies of enterprises, the hole scientific step is circumscribe to some relevant aspects that evidence and integrates the benefic influences of goodwill on the global value of the enterprise. In this matter, the approach starts from presenting some essential aspects regarding the development stages of a business, for surprising the moments of generating the goodwill and for developing its own quantification indicators. The appearance of goodwill as a factor of maximization of the enterprises value represents an unquestionable hint of the success of the enterprises value, and its amplification is the most eloquent expression of the accumulation of some solid competitive advantages.*

Key words: business strategy of the enterprise; goodwill; active intangibles; global value of the enterprise; the elasticity of global value in relation with goodwill.

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The problem of considering goodwill (GW) as a method of evaluating the company's business strategies efficiency may be relevant under a cognitive aspect, only if it is approached in the company's development context. In this matter the scientific step starts from the presentation of some fundamental aspects regarding the development phases of a business, for surprising and integrating the benefic influences of goodwill on the global value of the enterprise and for formulating indicators with amazing informative power on the management decisions regarding the reorganization strategies of the businesses. Any business has a certain cycle of life formed from phases of development characterized through a specific level having a determined profile. Therefore, in the initial phase (launching) and the primary development of the business is the constitution of the minimal patrimonial structures, which permits the exceeding of the enter "threshold" in the respective domain of business (Lorina, 1997, pp. 13-16). More exactly, the enterprise at its beginning activity must invest in the acquisition of the active volumes, with some techniques and functional characteristics to constitute the business infrastructure or the exploration system. The growth of the economic patrimony through the reinvestment of the created excess (net profit, amortizations), respecting the competitively requests of the field of the activity, will determine the extension of the business and the increase of the economical results and, therefore, the growth of the global value of the enterprise. This economical patrimony will be made from the initial phases of the evolution of

the enterprises preponderant from the active tangibles (equipment, machines, constructions, stocks, disposables, etc.) "usual", common for the field of the activity. For example, an enterprise in the launch and initial development phases has a normal structure of exploitation, without being characterized through distinct aspects, in measure to differentiate substantially by the other similar businesses. It is possible that in the late development phases, the company's management has to propose itself the differentiation of its business compared to the rival companies. Actually, the idea of the differentiation through the obtaining of the concurrencies advantages hardly to imitate, remarks the main motivation of some performed strategy of business (Jauch, Gluech, 1998, p. 20). How can be made this differentiation? Where must be searched the concurrencies advantages in measure to assure distinctive competences for the enterprises and, on this way, a number of business and financial performances over the media in the field. *The industrial dynamic from the last decade demonstrates that this element of differentiation is situated more frequently in the area of the intangibles actives, most of them being not registered in the balance.* Factors such as reputation, institutional image, the image of the products, portfolio of the clients, commercial wave, position in the network of the partnership relations, managerial, commercial and technological competences, qualification and creativity of the human resources, the performance of the enterpriseal models and of the managerial systems, innovational system, the capacity of the enterprises to learn and

to create knowledge, etc represents in the present the most important sources of the concurrent generative of superior performance and, therefore, of value for the enterprises. *Most of the mentioned elements, though exercise positive influences over the wealth of business, cannot be evaluated with precision independently of the rest of the economical patrimony, their evaluation is possible, but, in a global manner through of the goodwill calculus* (Guatri, 1994, pp. 99-101). *That is why, through interference, it may be said that the appreciation of the goodwill is the consequence of the elements accumulation of the described active intangibles.* A superior goodwill is the expression of some active intangibles which may bring concurrent advantages of a superior quality.

The continuation of the scientific step implies some explanations attached by the notion of goodwill. In some authors opinion, in rapport with the patrimonial elements, the goodwil has some essential features (Stan, 1999a, pp. 77-79):

- is connected direct with the advantageousness of the enterprise, which is influenced by it and amplifies it through its elements while the advantageousness of the enterprise diminishes, the goodwill is transformed, with the minus sign, diminishing the patrimonial value of the enterprises;
- is an immaterial value, which the enterprise may obtain over value its patrimonial actives and which is generated only if the enterprise functions. In other words, the goodwill may not be attached to an

economical patrimony which is not in exploitation;
- exists as long as the determinant elements actions;
- may not be transferred separate, but only with the enterprise and only if the new proprietary actions for the maintaining and for its amplification.

The presented features reveal that the enterprise doesn't have only concrete values, directly identified and easy quantifiable, which is the source of a part from its global value – the goodwill, respectively he is the single intangible active which the concurrence may not destroy, nor depreciate or imitate.

Strictly mathematic, the goodwill represents the difference between the real global value of the enterprise and his value of utility ("just") of the identifiable elements of the net active. Beside its simplicity, the deductive optic presents disadvantage that doesn't explain the structure, respectively the composition of the "invisible part" of the enterprises. Another way of landing of the goodwill is based on additive logics, proves scientifically on the direct distinction of its components, but which, according to this fact, ignore the interdependency of the component elements and their effect over the efficiency of the enterprise.

A complex way and more subtle for evaluation of the goodwill has its fundament on the estimations regarding the capacity of the enterprise to emit superior economical results to those normally obtained in the field of the enterprise' s activity. Therefore, considers, generally, that the economic capital of the enterprise, reflected in the active net, the substantial

values or the permanent capitals necessary for the exploitation – "the visible part" of the enterprise – is remunerated at a "normal level" without risk, specific to the majority of the field enterprises. A superior advantageousness superior to the "normal" one is generated by the "invisible part" of the enterprise – the goodwill (Moehrle, Reznolds-Moehrle, 2001, pp. 55-56). Therefore, this corresponds to an additional value, over the economic patrimony, which the enterprise creates it through its functionality. This surplus value is generated by the monetary fluxes assured by the active, as result of the efficient administration and the judicious positioning of the enterprise in his medium of business. From this point of view, the goodwill is the expression of the positive appreciation which the market makes at the address of the exploitation structure of the enterprise (Martory, Verdier, 2000, pp. 256-285). The superior advantageousness and, in consequence, the extra value represents the financial image of this appreciation. From this optics, the goodwill is, actually, a capitalized profit, which is an economic income with the value of the generated capital. Must be specified that the goodwill doesn't generate availability fluxes independently by other actives or groups of actives, that is why is very important the identification of the existent connections between goodwill and some concrete active of the enterprise (Vintilă, 1998, pp. 218-222).

We based on this "differentiated optics" (the approach of the goodwill as source of the positive difference between advanta-geousness) to propose the fundaments of a new model of calculus of the goodwill. In general, the goodwill may be defined as a capitalized over – profit. A simple definition has financial significations. To elucidate them it is necessary to closely exam some implications of the notion of over-profit about goodwill:

1) The over-profit is the absolute expression of the advantageousness of the intangible active of the company which formally doesn't figure in the balance-sheet, but which is the consequence of the way of the relation of the company with different elements from its economic medium and the domination of some components strategically distinctive, which concurs to make a global value of the enterprise.

2) The normal profit is the remuneration of the economical patri-mony, reflected in the balance, at a normal medium rate specific to the activity field of the enterprise (r_{ns}).

3) The net profit made by the company is the sum of the "normal" profit and of over-profit, explaining the real remuneration of the functional economical patrimony (active balance + intangibles active non-balance) at a rate of advantageousness effectively realized by the company (r_{pf}). From the accounting point of view, the intangibles active bringing profit „doesn't exist", the rate being applied to the economical patrimony of balance, representing an economical advantageousness of the invested capital (Vintilă, 2005, pp. 190-194).

4) In consequence, the over-profit (the difference between the total profit obtained and the „normal" profit) is explained through the difference between the rate of advantageousness r_{pf} and the rate of advantageousness r_{ns}.

5) The supplement (deficit) of advantageousness evident through the difference $(r_{pf} - r_{ns})$ is equivalent with a rate of advantageousness specific to the intangibles actives non-balanced (r_{ai}):

$r_{ai} = r_{pf} - r_{ns}$

This supplement of advantageousness causes the over-profit.

6) To pass to an economic result – the over-profit in this case – to a value of the capital – the goodwill – it is necessary the capitalization of the result with the return on economic assets rate is represented by the medium cost level-headed of the capital (cmpc), but may be utilized others variant of the capitalization rate:

7) $GW = \dfrac{overprofit}{cmpc} = \dfrac{(r_{pf} - r_{ns}) \times VP}{cmpc} = \dfrac{r_{ai} \times VP}{cmpc}$,

in which:

GW = goodwill;

VP = value of the patrimony (economic patrimony) of the enterprise;

Total profit = $r_{pf} \times$ VP;

"Normal" profit = $r_{ns} \times$ VP;

Over-profit = $(r_{pf} - r_{ns}) \times$ VP = $r_{ai} \times$ VP.

8) The goodwill has at its basis the difference between two advantageousness $(r_{pf} - r_{ns})$. This conclusion is the basis of the financial-accounting concept about goodwill.

If $(r_{pf} - r_{ns}) > 0$, respectively if $r_{pf} > r_{ns}$, results a positive goodwill (GW) as expression of the businesses performance of the system in the company.

If $(r_{pf} - r_{ns}) < 0$, respectively if $r_{pf} < r_{ns}$, results a negative goodwill (GW) or a badwill (BW) as expression of the non-performance of the business system in the company.

The global value of the company (VG) is obtained through the sum of the patrimony value with the value of the goodwill (Dumitrescu, Dragotă, 2000, p. 10):

VG = VP + GW (or BW)

If in calculus relation for goodwill (no.7) we note that the rapport $(r_{ai} / cmpc)$ through α, we may rewrite this calculus relation as follows:

GW = α × VP

And results:

VG = VP + GW = VP + α × VP = VP (1 + α)

10) Starting from this arguments, *we consider that it may be established a dependency relation between the relative variation of the global value of the enterprise (ΔVG) in rapport with the relative variation of the goodwill (ΔGW).* This kind of relation is an index of elasticity of the global value in rapport of the modifications of the goodwill and which would have the following calculus relation:

$E_{VG/GW} = \dfrac{\Delta VG}{VG} \div \dfrac{\Delta GW}{GW} = \dfrac{\Delta VG}{\Delta GW} \times \dfrac{GW}{VG}$

Because the general relation between the global value and the goodwill is one the direct proportionality (the growth of the good-will determines the growth of the global value and otherwise), the elasticity coefficient which reflect the sensibility of an independent value, in this case the global value of the enterprise, in front of the fluctuations of an independent value, in this case the goodwill will take supra unitary values. The coefficient points out with how many percents the global value vary when the goodwill vary with a percent. *The informational value of this indicator consists in the fact that permits the*

delimitations of the strategically area towards which the management must focus its attention to conserve and enforce the advantages of the concurrence so that to be assured the continuous growth of the global economical value of the enterprise.

Analytically, the relation no. 10 may be described on influence factors according to Du Pont de Nemour principle, as follows (Anghelache, Vintilă, Dumbravă, 2006, pp. 41-44):

$$E_{VG/GW} = \left(\frac{\Delta VG}{\Delta R} \times \frac{\Delta R}{\Delta CA} \times \frac{\Delta CA}{\Delta GW} \right) \times \frac{GW}{VG}$$

■ The last relation (10) has a rich informational content, under the aspect of financial evolvement, as it results from the presentation of the three factors of influence:

1) $\Delta VG/\Delta R$ has the signification to a spore of the global value of the enterprise determined by the spore with monetary units of the results (R). On the results can be considered the profit margins, monetary accumulation margins: the gross excess of exploitation (EBE), operating result (RE), net profit – in continental approach or, as considered, the gross excess before the tax, interest, depreciations and writing-off (EBITDA), gross excess before interests and taxes(EBIT), total gross excess (EBT) – in Anglo-Saxons optic, or self-funding capacity (CAF). The growth of this report is benefic for the enterprise, showing how the improvement of the financing performances contributes to the maximizing of the global value and stagnation or report diminishing reflects of the loss by the enterprise of its economical substance. As follows, the report acts as an influence

lever on the global value, having the significance of a "*lever of the performances*" for the global value of the enterprise.

2) $\Delta R/\Delta CA$ has the signification of some financial marginal results, showing the spore of the financial results (R) determined by the growth of the turnover with a unitary unit (in what extent the growth of the turnover is transposed in a growth of the enterprises financial results). This report reflects the efficiency of the commercial politics of the enterprise because makes the bond between the development of the market, materialized in the growth of the turnover and, implicitly, in the improvement of the financial performances. That is why the report may be considered a "*commercial lever*" of the global value of the enterprise.

3) $\Delta CA/\Delta GW$ may be interpreted as a growth of the turnover determined by the growth of the goodwill with a monetary unit as a result of the investments in the creation of the intangible actives of the enterprise. Therefore, the development of the intangibles active non-balanced find their synthetic financial expression in the goodwill of the enterprise and this report may be seen as an "*intangible lever*" of the global value of the enterprise.

■ The report GW/VG reflects, evidently, the weight of the goodwill in the global value of the enterprise, suggesting significant contribution the intangibles active non-balanced to the global forming (Dumitrașcu, Tudoran, 2002, pp. 172-174). This report may be interpreted as a *coefficient of the strategically investments in the intangibles active* (immaterial).

Having in view all the presented elements, the calculus relation $E_{VG/GW}$ (no. 10) becomes:

$E_{VG/GW}$ = Lever of performances × Commercial lever × The "intangible lever" × Coefficient of intangibles investments.

■ It may be observed that *the goodwill may influence the global value of the enterprise in two ways:*

- directly, through the weigh which has the global value of the enterprise, weigh expressed with the help of the direct intangibles;

- indirectly, through the fact that represents the source of some supplementary financial results (turnover, the profit margins, auto-financing capacity, results), which give to the enterprise a bigger global value.

The possible values of coefficient of elasticity of the global value in rapport of the modifications of the goodwill may be interpreted as follows:

a) if $E > 1$, results a growth/diminishing with a monetary unit of the goodwill determines a spore/a diminishing of the global value of the enterprise with more than a monetary unit- the global value grows/ diminishes faster than the goodwill. It is an elastic global value – sensible, strongly dependent – in rapport with the goodwill.

b) if $E = 1$, it means that the variation with a monetary unit of the goodwill generates at equal variation of the global value, this modifying in the same rhythm with the goodwill. It is an unitary elasticity of the global value in relation with the goodwill.

c) if $0 < E < 1$, then the variation with a monetary unit of the goodwill determines a variation lower of a monetary unit of the global value. It means that the global value modifies slower than the goodwill. It's an inelastic global value (little dependent) regarding he evolutions of the goodwill. Even if the enterprise invests in intangible actives of goodwill's nature, these investments have moderate effects on the amelioration of the turnover, of the results and thereby of the global value.

■ There are sectors, activities or sensitive affairs (elastic) of insensitive (inelastic) in comparison with the intangible actives goodwill generators for the enterprise (Doz, Santos, 2001, p. 115). In this context *the establishment of the value of the coefficient $E_{VG/GW}$ allows the clarification of the hierarchy of the strategic priorities of the enterprise* and the precise identification of the areas of its strategic efforts concentration:

- where $E > 1$ there is a strong dependence or at least an obvious one of the enterprise of the intangible actives bearer of goodwill, consequently the strategy of the enterprise must be centered on the making, the capitalization and protection of this actives;

- where $E < 1$ there is a shortened dependence of the enterprise of the actives that generate the goodwill, which means that the strategy of the enterprise must be centered on the optimization of the tangible economical patrimony and of the afferent costs to its exploitation.

In fact *its about two distinct strategies of maximization of the global economical*

value of the enterprise, respectively the first (when E > 1) considers the increment of the global value preponderant by the accumulation of the intangible actives goodwill bearer, and the second (0 < E < 1) foresees the maximization of the global value preponderant by the increment of the patrimonial value – the second component of the global value (Stan, 1999b, pp. 132-133).

Also, *the coefficient $E_{VG/GW}$ may be a pertinent selection criterion of the strategic development options of the business especially through acquisitions, absorptions and fusions.* This way it will be followed the combination of some business structures as approached as possible as value of the coefficients of elasticity $E_{VG/GW}$. If the new or taken over business has however a coefficient or taken over lower than that of the basic affair it will be followed its approach, through strategic investments in intangible actives, of the value of the specific coefficient of the enterprise/main affair. If the new or taken over affair enjoys of a bigger $E_{VG/GW}$ than that of the basic affair, it will be exploited at

maximum the external synergic effects for increasing the efficiency of the enterprise/ main affair. This way, $E_{VG/GW}$ can also serve as *criterion of selection of the investment projects for development* – will be preferred the project that endorses the development of an affair with a bigger $E_{VG/GW}$.

Next we will present in a *practical study* case the method of calculus of the elasticity value $E_{VG/GW}$, its decomposition in influence factors and its utilization the complementary selection criteria of the investment projects, showing concomitantly the integration effects of the new investment project in the business system of the absorbent company.

1. The direct calculation of the elasticity $E_{VG/GW}$ coefficient:

The company *Software* Ltd has as main activity the informatical servicies and it is characterized through the model's parameters gravel present in table 1, which synthesizes the main operations necessary for determining the $E_{VG/GW}$ coefficient:

Model's parameters and determining the $E_{VG/GW}$ coefficient for Software Ltd

Table 1

Years Parameters	2003	2004	2005	2006	2007
r_{pf}	3.41%	7.64%	13.35%	23.64%	26.85%
r_{ns}	4.62%	4.7%	5.9%	7.5%	8.1%
cmpc	2.63 %	10.89 %	12.01 %	15.37 %	15.76 %
r_{ai}	-1.21 %	2.94 %	7.45 %	16.14 %	18.75 %
α	-0.46	0.27	0.62	1.05	1.19
VP - lei	2,520,397	3,104,576	3,672,908	4,186,954	4,586,023
GW - lei	-1,159,382	838,235	2,227,203	4,396,302	5,457,367
VG - lei	1,361,015	3,942,811	5,950,111	8,583,256	10,043,390
ΔGW - lei	-	+1,997,617	+1,388,968	+2,169,099	+1,061,065
ΔVG - lei	-	+2,581,796	+2,007,300	+2,633,145	+1,460,134
ΔVG/ΔGW	-	1.2924	1.4451	1.2139	1.3761
GW/VG	-	0.2125	0.3743	0.5121	0.5433
$E_{VG/GW}$	-	0.2746	0.5409	0.6216	0.7476

It is observed that in all the years of the analyzed chronological series the value of the $E_{VG/GW}$ coefficient is sub unitary, although it develops a strong increasing tendency from 0.2746 in year 2004 towards year 2003 to 0.7476 in year 2007 towards year 2006. The fact that $E_{VG/GW} < 1$ reflects that the global value of the company registers a rhythm of increment slower than the rhythm of increment of the goodwill. More exactly, its increment in year 2004 towards year 2003 of the goodwill with 1 leu determines an increment of the global value of only 0.2746 lei, as the increment in year 2007 towards year 2006 of the goodwill by 1 leu generates an increase by 0.7476 lei of the global value. Even if the effects of the goodwill increment on the evolution of the global value are so far moderated, the tendency of global value dependency reinforcement of the goodwill

variations is obvious and firm. This tendency is certainly due to the fact that the goodwill's weight in the global value becomes more and more significant: 21.25% in year 2004, increasing to 54.33% in year 2007. In consequence, the accumulation of intangible actives goodwill generating, although initially is modest enough, gradually displays a tendency of consolidation, its positive effects on the global effects of the enterprise becoming more striking.

2. Factorial decomposing of the $E_{VG/GW}$ elasticity coefficient

The decomposition in influence factors of the elasticity coefficient with the help of the "levers", it suppose considering also the financial results under the shape of the profit margins (EBITDA or EBE), represented in table 2, next to the turnover:

Factorial analysis of $E_{VG/GW}$ coefficient for Software Ltd

Table 2

Years / Parameters	2003	2004	2005	2006	2007
EBITDA lei	93,008	309,834	691,317	1,558,247	1,839,620
CA lei	3,684,476	4,562,314	5,436,473	6,913,607	7,658,768
ΔEBITDA lei		+216,826	+381,483	+866,930	+281,373
ΔCA lei		+877,838	+874,159	+1,477,134	+745,161
ΔVG/ΔEBITDA		11.9072	5.2618	3.0373	5.1893
ΔEBITDA/ΔCA		0.247	0.4364	0.5869	0.3776
ΔCA/ΔGW		0.4394	0.6293	0.6809	0.7022
GW/VG		0.2125	0.3743	0.5121	0.5433
$E_{VG/GW}$		0.2746	0.5409	0.6216	0.7476

In each year, from the period submitted to analysis, one observes the benefic effects generated by the gained growing influences of the financial levers (1.292 in 2004; 1.445 in 2005; 1.2138 in 2006; 1.376 in 2007) under the shape of performance lever,

commercial lever and intangible lever on the elasticity coefficient $E_{VG/GW.}$

Clearly, the improvement continuous of the value of the coefficient E in the analyze period is due to the positive actions exercised by the goodwill through:

■ the continuous growth of the "intangible lever" (0.4391; 0.6291; 0.6823 and 0.7019);

■ the growth of the goodwill's weigh in the global value or of the coefficient of the intangibles investments (21.25%; 37.43%; 51.25% and 54.33%).

In this way, the goodwill consolidation determined in the analyzed period the continuous growth of the turnover and on this way, the growth of the global value of the enterprise.

3. Utilization of the $E_{VG/GW}$ coefficient as complementary criterion of selection of investments

■ *General description of the investment situation:*

At the beginning of year 2008 the company *Software Ltd* decides to launch a strategy of diversification downstream (in the domain of affairs specifically to customers).The main action of this strategy consists in the acquirement of an advertising agency and its integration in the affair system already existent. The company *Software* must choose between two advertising agencies – *Informatique Ltd and New Computer Ltd* – whose owners appeared to be willing to sell their affairs. The gravel and the analysis of the "classical" financials indexes – net value update(VAN), profitability index (IP), recovery term (TR) and internal rate of return (RIR) – haven't permitted a clear analysis of the problem and also taking a good decision in favor of a agency since the respective pointers didn't suggest convergent solutions (table 3).

For the growth of relcatlessness of the indicators in substantiation the investment decisions, the management of the company *Software* had proceeded in applying $E_{VG/GW}$ coefficient – as a complementary selection criteria of the project.

For the $E_{VG/GW}$ determination, particular to both advertising agencies, while taking the decision of investments have been used the informations present in table 3:

$E_{VG/GW}$ coefficient for the investment projects

Table 3

Indicators		Informatique	New Computer
VAN		986,463	1,005,755
Profitability index		1.22	1.19
Recovery term		3 years and 2 months	2 years and 11 months
RIR		18.05 %	17.86 %
VG_i	lei	1,726,543	2,005,117
VG_a	lei	1,189,358	1,370,171
ANC_i	lei	720,409	435,311
ANC_a	lei	697,992	260,671
$GW_i = VG_i - ANC_i$	lei	1,006,134	1,569,806
$GW_a = VG_a - ANC_a$	lei	491,366	1,109,500
? VG	lei	537,185	634,946
? GW		514,768	460,306
GW/VG		0.5827	0.7829
$E_{VG/GW}$		0.608	1.08

Parameters signification:

■ VG_i is the initial value of the investment, respectively the negotiated price of acquisition of each advertising agency;

■ VG_a agreed as the "initial" global value to be esteemed at an equal level with the total economical actives of the enterprises decontrolled by "fictional" actives (non-values);

■ GW has been calculated using the deductive method, respectively as a difference between the global value and the net accountant actives.

Because $E_{Informatique} < E_{New\ Computer}$ (0.608<1.08), the enterprise *Software* management has decided to invest in the acquirement of the *New Compyter* enterprise advertising since it is characterized by a bigger the elasticity coefficient. $E_{New\ Computer}$ is actually superior from the elasticity coefficient the enterprise *Software* in year 2007 (0.7476). More, $E_{New\ Computer}$ is over unitary, meaning that a 1% increment of goodwill induces 1.08% increase of global value.

4) New Computer enterprise integration effects in affair system of the enterprise Software

New computer enterprise inclusion effects in the enterprise *Software* affair system can be determinated with the help of the $E_{VG/GW}$ value after the incorporation. This value can be induced as a ponderate amount of elasticity coefficients ($E_{VG/GW}$) from both societies:

$$E_{int\,egrat} = a \times E_{Software} + b \times E_{NewComputer},$$

where:

a and b are weight coefficients calculated as weights of global values of the two societies in "consolidated" global value, resulted after the input of New Computer enterprise by the enterprise *Software at the beginning of year 2008.*

"Consolidated" global value = *Software* global value + *New Computer* global value =
= 10,043,390 + 2,005,117 = 12,048,507

Software weight in VGC = 83.38%

New Computer weight in VGC= 16.62%

$E_{integrat}$ = 83.38% × 0.7476+16.62%× 1.08 = 0.6233 + 0.1795 = 0.8028

It's noticed that the incorporation of the enterprise *New Computer* in the enterprise *Software* affair system has positive effects leading to a superior value of the integrated elasticity coefficient; then the value of the elasticity coefficient of *Software* company (0.8028 > 0.7476). This means that the enterprise *New Computer* acquisition has been a judicious decision forasmuch it has assured a growth of competitively for the affair system of the enterprise *Software.*

As a result, we appreciate the importance of the elasticity coefficient $E_{VG/GW}$ for the relevance of the decisions implied by the reorganization processes of business, being also an indicator with a remarkable informative power for primness the opportunities of capitalization of the available resources of the companies.

As follows, we choose that goodwill, as part of the global value of the company, represents an unquestionable hint of the success of some business strategies, and its amplification reflects from a financial point of view the state of financial performance of the company and it makes up the most eloquent expression of accumulation of some solid competitive advantages.

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