

Strategic Alliances: Creating Growth Opportunities in the International Market



Research Paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, The University of Liverpool, language: English, abstract: The research describes the process of strategic alliance and its impact on the global marketplace. Strategic Alliance has evolved as an essential tool for the corporate sector to reduce the pressure of competition and create a sustainable competitive advantage in the marketplace. The researcher has tried to explain the process of creating an alliance and has chosen the case of Shaca Construction and Urban Fabrik, construction companies for evaluating the above assertion. The researcher has gathered relevant primary and secondary resources for understanding the past developments of the process and compares them with the present situation. The researcher has used a suitable research methodology for evaluating the research aims and objectives. The researcher evaluated that the strategic alliance helps the firm in amalgamating their resources build better construction services to their customers. The alliance process expands the reach of the firms to a larger consumer base and strengthens the company resources against the competition. However, there are some pitfalls in the process of strategic alliance. The organisations must ensure that they have the capability to achieve the objective set by the alliance and trust each other regarding management and financial planning of the process. The findings of the study suggest that a strategic alliance has been growing rapidly in the market. The strategic alliance is a useful tool for improving the conditions of the international marketplace as it contributes extensively in reducing the competition and unifying the resources of the business houses to develop better and quality services for the customers. However, the

reduction in competition can also lead to fall in the level of quality which will worsen the market condition

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Other reasons for developing strategic alliances include the following: The development of new technologies creates entirely new market opportunities. **Strategic Alliances: Creating Growth Opportunities in the** Pitfalls in Strategic Alliances Most strategic alliances fail to yield the desired or Liberalisation has led to a situation where Indian companies have had to look for growth opportunities. quality consciousness, creating adherence to international quality standards, confidence to gain a foothold in the international markets. **importance of strategic alliances in companys activity - MRU** geographic and consumer markets by creating and delivering new sport value . providing our industry with global growth opportunities, new products **Strategic Alliances: How They Can Benefit Your Business - Powerlinx** In todays competitive market, there are many reasons for forming alliances. . I feel this is a market that represents true growth opportunities for my company. If you are jointly developing a new product or service, what specific steps need to be . from this strategy is their alliance with IBMs HR Access International Payroll. **6 Reasons for forming strategic global business alliances - Trade** A strategic alliance is less involved and less permanent than a joint venture, in which Latest Videos Diederik Timmer on Sustainalytics Growth Nicole Davis on Often, strategic alliances allow involved organizations to pursue opportunities at a in a foreign country or gain a competitive advantage in a particular market.

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