

Analysis of strategic alliances or value opportunities part ii

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ANALYSIS OF STRATEGIC ALLIANCES OR VALUE OPPORTUNITIES PART II

Lecturer: ANALYSIS OF STRATEGIC ALLIANCES OR VALUE OPPORTUNITIES
PART II

Response to RICARDO MORALES

Experience from my own workplace gives me much insight and idea into the inputs you made in your post about the stages involved in strategic alliance and the eventual outcomes that develop from this. As you rightly identified, building an alliance is something that happens on a very systematic and gradual basis. I can refer to the personal experience of an alliance that my organization engaged itself in. In this alliance which was with a supplier, the company was so much in a rush into completing the alliance process, I can say that due diligence and the need to be strategic with the process was not done. Out of the rush to complete the process, we quickly went into a merger with the company, only to realize later that the company was involved in a huge debt that we had to incur. This made it impossible for us to experience any growth and profitability from the alliance turned merger. I therefore share the position that alliance leads to profitability but it ought to be a strategic one (Kaplan, Norton & Rugelsjoen, 2010).

References

Kaplan, R. S., Norton, D. P., & Rugelsjoen, B. (2010). Managing alliances with the balanced scorecard. *Harvard Business Review*, 88(1/2), 114-121.

Response to TIKO RUSSEL

Indeed it will be no act of over elaboration for me to say that your post is one of the most insightful I have ever read. This is because of the way you approach the subject of business strategic planning from a holistic

perspective. In fact I perfectly agree with you on the point that most modern day business executives have only looked at business strategies from a myopic perspective where they fail to appreciate the place and importance of overall success. Instead, they tend to be content with reaching their quota and meeting service levels. Meanwhile, as the global business climate becomes highly competitive, it is important that businesses factor in the core issues of competitive growth rather than individual growth. To do this, it is important for businesses to take advantage of the concept of strategic alliance in finding as many global benchmarks with whom they can form alliances with and partner for growth (Grayson, 2013).

References

Grayson Hall, CEO. (2013, January). Strategic Planning. Retrieved August 13, 2014, from life@regions:
<http://lifeatregions.rgbk.com/Finance/StrategicPlanning.rf>