

Vocabulary Alliances and acquisitions



1 Complete the text with the words in the box.

access gain outweighed presence regulatory stake strategic win-win

There are times when entering into a(n) ¹_____ alliance might be the best option for a company if it wants to ²_____ an advantage over its rivals. But in some cases it may just be the only way to survive in a very competitive market. Our company wanted greater ³_____ to new markets, so working with a company which already had a strong ⁴_____ in those regions was a good way to achieve that. On paper it looked as if it would be a(n) ⁵_____ situation because the benefits far ⁶_____ the costs, but after six months it really wasn't working for us. On reflection we should have considered a joint venture instead, which would only have been for one specific project. Alternatively, we could have accepted the offer from another company which had wanted to have an equity ⁷_____ in our business. That may have saved us numerous headaches. In fact, another of our competitors had previously wanted to take us over, but they didn't get the ⁸_____ approval required so it never happened.



2 Complete the sentences.

- 1 Our s _____ s are delighted with the company's success as their dividends have increased substantially year on year.
- 2 The best way forward was to engage in a j _____ t v _____ e with one of our competitors for the latest project.
- 3 We have just announced the t _____ r of our main rival. This is the start of a new era for the company.
- 4 The alliance allows us to benefit from greater efficiency and s _____ y.
- 5 The a _____ n of our supplier has led to increased productivity in all areas.

3 Choose the correct option in *italics* to complete the text.

The new alliance allows us to ¹*share / work / provide* our knowledge and ²*presence / resources / ventures* with each other and we find that this is of great ³*benefit / advantage / strength* to both companies. We are able to build a ⁴*stake / synergy / foundation* for expanding our network and therefore creating more business opportunities for both organisations. In fact, we expect a dramatic ⁵*acquisition / approval / turnaround* of fortunes in the coming year.