6 Alliances

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.

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