

# 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) <sup>1</sup>\_\_\_\_\_ alliance might be the best option for a company if it wants to <sup>2</sup>\_\_\_\_\_ 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 <sup>3</sup>\_\_\_\_\_ to new markets, so working with a company which already had a strong <sup>4</sup>\_\_\_\_\_ in those regions was a good way to achieve that. On paper it looked as if it would be a(n) <sup>5</sup>\_\_\_\_\_ situation because the benefits far <sup>6</sup>\_\_\_\_\_ 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 <sup>7</sup>\_\_\_\_\_ 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 <sup>8</sup>\_\_\_\_\_ 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 <sup>1</sup>share / work / provide our knowledge and <sup>2</sup>presence / resources / ventures with each other and we find that this is of great <sup>3</sup>benefit / advantage / strength to both companies. We are able to build a <sup>4</sup>stake / synergy / foundation for expanding our network and therefore creating more business opportunities for both organisations. In fact, we expect a dramatic <sup>5</sup>acquisition / approval / turnaround of fortunes in the coming year.