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Bee Management Seeks Strategic Alliances

Partnerships foster mutual benefits, but the strategic alliances exist as they are advantageous to both parties. Thus the need of identifying potential strategic alliances was realized.

Benefits of Strategic Alliances

Strategic alliances can be valuable and beneficial tools to implement corporate goals. While no single alliance may provide solutions for meeting all corporate goals, alliances, when properly structured, can provide the following benefits:

- **Ability to approach to potential clients:** An alliance can be structured to grant an access to potential clients that may otherwise be difficult or costly to penetrate on its own.
- **Approach to Capital:** A prime motivation for smaller emerging companies is the ability to access new capital for growth, for development of new products or services, or for entry into new lines of business. This is typically structured as license payments or investment in the stock of the emerging company. Valuations of the company in such corporate partnering arrangements may be higher than available in venture capital financings.
- **Approach to International Markets:** In an increasingly global economy, multinational alliances that grant access to international markets can be a significant benefit. Allying with a company that is already doing business or stationed in a foreign country, that understands the market and the culture, and that has existing business operations in the foreign country, can often be much more efficient and successful than attempting to enter those markets on the company's sole initiative.
- **Reduction of Cost and Uncertainty:** Allying with a partner may reduce the significant cost and uncertainty of pursuing a new market, product, or service. Often, the company may be unable to expand on new initiatives without the backing and assistance of a strategic ally.
- **Enhancing the Ability to Compete:** An alliance can provide a company enhanced ability to compete in its existing markets and in new markets.
- **Enhanced Credibility:** Under an appropriate alliance, a start-up or emerging company may enhance its credibility (e.g., to the markets or to the potential investors).
- **Approach to New or Existing services:** An alliance can provide a company with access to new or existing services

Following procedure was used to identify potential strategic alliance (Consultancy firms and Law firms) for Bee Management Consultancy

- identify consultancy and law firms globally
- evaluate their services so as to have a potential fit between strategic alliance and Bee Management Consultancy
- record profile
- introduce Bee Management Consultancy and its services through email
- seek feedback
- upon feedback add to record
- identify sectors for areas of co-operation between target country and India
- discuss business opportunities for trade and investment between target country and India with the strategic alliance
- settle on a sectors of interest by both the companies
- determine what needs to be done
- identify relevant players from interested sectors

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