Outline

PART 1

1. **) Over the past decade, the landscape of the international business environment has undergone substantial change. International strategic alliances (ISAs) and other inter-firm collaborative strategies have permeated global trade. With increasing frequency, international strategic alliances are being forged between firms. Instead of competing in an adversarial manner, firms are now focusing on “collaborating with their competitors.”**
2. **Describe why are ISAs being formed and why is this major paradigm shift occurring from competing against to cooperating with competitors?**

International Strategic Alliances formations are in the increase is because these alliances works towards the enhancement of organizational capabilities and gaining competitive advantage.

1. **IDENTIFY, DESCRIBE and EXPLAIN in SUBSTANTIVE DETAIL the concept/theory, precepts, and building blocks of ISAs and reasons for building ISAs.**

Theory of alliances which is bound by other theories such as transaction cost theory, Agency theory and inter organizational theory.

**(c)IDENTIFY the TYPES and CHARACTERISTICS of ISAs in SUBSTANTIVE DETAIL.**

Joint venture and the characteristics are given

Equity alliance and the characteristics are given

Non-equity alliance and the characteristics given

**(d)Identify in SUBSTANTIVE DETAIL the ADVANTAGES and DISADVANTAGES of forming international strategic alliances?**

The advantages and disadvantages of ISAs are clearly outlined in a table.

**(e)“All joint ventures are strategic alliances, but not all strategic alliances are joint ventures.” Do you agree or disagree with this statement. Either way, provide a DETAILED explanation in defense of your position.**

I do agree with the statement that “All joint ventures are strategic alliances, but not all strategic alliances are joint ventures.” And I have provided a detailed answer for my answer including external research.

PART 2

1. **Based on your assessment, IDENTIFY AND EXPLAIN IN DETAIL THE CENTRAL PROBLEM facing X-FX?**

In my assessment, the central problem facing X-FX is being able to effectively manage their alliance or relationship appropriately.

1. **ENNUMERATE and EXPLAIN IN SUBSTANTIVE DETAIL EACH OF the 4 KEY ACTION ISSUES for which different strategies/solutions need to be articulated? What are the solutions for each ISSUE?**

ACTION ISSUE 1: Global market for low end copy machines

Different strategies and solutions are clearly included in the response.

ACTION ISSUE 2: Lack of symmetric relationship

Different strategies and solutions are clearly included in the response.

ACTION ISSUE 3: Market share

Different strategies and solutions are clearly included in the response.

*ACTION ISSUE 4: Low end machine market in USA*

Different strategies and solutions are clearly included in the response.

**(c) Based on your analysis, first describe in DETAIL the meaning of EACH OF THE OPTIONS BEING CONSIDEREDFOR: (1) MARKETING, (2) RESEARCH, and (3) DEVELOPMENT & MANUFACTURING.**

* **MARKETING CONFIGURATION**
* **RESEARCH CONFIGURATION**
* **DEVELOPMENT & MANUFACTURING CONFIGURATION**

1. **Then identify and weigh in DETAIL the numerous PROS and CONS of EACH OF THE OPTIONS BEING CONSIDERED FOR: (1) MARKETING, (2) RESEARCH, and (3) DEVELOPMENT & MANUFACTURING.**

The pros and cons of each option are provided in a table in detail.

1. **Based on your assessment of (c) and (d) above, suggest the BEST CONFIGURATION that would provide the HIGHEST LEVEL OF FOR COOPERATION identified by the Codestiny task force among EACH OF THE FOUR OPTIONS OF: (1) MARKETING, (2) RESEARCH, and (3) DEVELOPMENT & MANUFACTURING. (MAKE SURE YOU PROVIDE A SUBSTANTIALLY DETAILED EXPLANATION JUSTIFYING YOUR SELECTION OF THE BESTCONFIGURATION.)**

**MARKETING CONFIGURATION**

To be able to market their products effectively, the companies need to adopt common marketing strategies where they produce machines as one company but each company to retain its initial specialization either high end or low end products.

**RESEARCH CONFIGURATION**

Both teams needs to conduct common research on how to advance their products.

**DEVELOPMENT & MANUFACTURING CONFIGURATION**

I think that both companies should continue manufacturing their own machines by employing common training and transfer processes as they continue building trust (Stronski & Ng, 2018).

References

All mandatory sources have been used and I have added external research for question 1 a and e in part 1 based on the requirements.