

Alliances, Joint Ventures & Franchising©

Objective: Many companies elect to focus on their core competencies, and outsource other activities by establishing alliances or joint ventures with others. This course will explore the advantages, and disadvantages, of outsourcing and joint ventures. It will also provide practical tips as to how to better structure such arrangements. This course will also explain the reasons for such arrangements. It will identify the specific provisions that are often included in joint venture agreements. It will cover how to ensure that the company is protected, and has an exit strategy in place, if the arrangement does not work.

What You Will Learn:

- What exactly is an “alliance”?
- Critical elements of an alliance
- The advantages and disadvantages of an alliance
- How to provide up-front for exit strategies
- The pitfalls to avoid in structuring an alliance
- The key elements of a joint venture
- The advantages and disadvantages of a joint venture
- The advantages and disadvantages of franchising
- Why franchising has worked for many companies

CPE: 4 hours

Level: Basic

Category: Technical Consulting

Prerequisites: None

Instructor: Dennis J. Gerschick

Code: AJVF