

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.

Learning objectives:

- State what exactly an “alliance” is
- List the critical elements of an alliance
- Explain the advantages and disadvantages of an alliance
- Describe how to provide up-front for exit strategies
- List the pitfalls to avoid in structuring an alliance
- Note the key elements of a joint venture
- Explain the advantages and disadvantages of a joint venture
- Describe the advantages and disadvantages of franchising
- Assess why franchising has worked for many companies, but not all

CPE: 4 hours

Level: Basic

Category: Technical Consulting

Prerequisites: None

Instructor: Dennis J. Gerschick

Code: AJVF