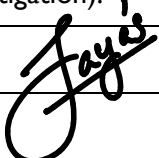


Canterbury Institute of Management (CIM)

ASSESSMENT COVER SHEET



1. Personal Details			
Student ID	Given Name(s)	Surname	Email Address
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Campus	Darwin Campus		
Course Title and Code	MGMT402 Strategic Management		
Assessment Title	Reflective Journal - <i>Week 9</i>		
Due Date & Time	01/12/2024		
Course Lecturer/Tutor Name: Charles Baah		Assessment Word Count (if applicable): 322	
2. Student Declaration			
<p>By signing and submitting this coversheet, I/we declare that:</p> <ul style="list-style-type: none"> ✓ This assessment submission is my/our own work unless otherwise acknowledged (including the use of generative AI tools) and is in accordance with the Institute's Academic Integrity and Honesty Policy available on the website. ✓ No part of this assessment has been submitted previously for advanced standing or academic credit in this or any other course. ✓ I/we certify that we have not given a copy or have shown a copy of this assessment item to another student enrolled in the course, other than members of this group. ✓ I/we are aware that the Lecturer/Tutor of this assessment may, for the purpose of assessing this assessment task communicate a copy of this assessment task to a plagiarism checking service to detect possible breaches of academic integrity, for example, plagiarism, recycling, cheating, contract cheating, or unauthorised use of generative AI (which may then retain a copy of the item on its database for the purpose of future investigation). 			
Signature:			Date: 26/11/24

MGMT402 Strategic Management

Reflective Journal - Week 9

Ayesh Jayasekara - CIM12137

What is *Global Strategic Alliance*?

When two or more business entities that operates in different countries enter in to a formal, mutually beneficial contractual agreement to compete together instead of each other can be classified as a Global Strategic Alliance *GSA*. These contracts are mutually beneficial in attaining and retaining sustainable competitive advantage as a single business entity without a hard acquiring or merger. Since former has comparative less administrative complexity than latter, this is a fast and easy to expand operations globally.

Some key aspects of GSA includes,

1. Collaboration - contributing business entities collaborate to share resources, experiences to complement each other
2. Risk sharing - divide investment risks and commitments to avoid losses or share same
3. Global expansion - quick and comparatively easy expansion opportunities across borders for all participants.
4. Independence - each entity can continue to operate independently but not compete each other in areas pre decided.

Coca-Cola and McDonald's can be identified as such strong alliance where they continue to integrate their supply chains and complement each other on marketing campaigns.

Current Global Marketplace & Global Strategic Alliance

Needless to say current global marketplace is facing uncertainty across the board. Economies are still recovering from COVID effects and governments are rapidly changing policies due to socio-economic pressures.

Strategic alliances can take various forms. They can be classified according to equity involvement in the partnership. Some alliances are equity collaboration while others do not involve any equity input.

(Culpan, [2002](#), p. 36)

It is a therefore challenging for businesses to expand across borders let alone manage their business operations healthy. However, GSA can be a low risk, low cost & quick entry method for global operations regardless of business outlook.

Starbucks & Tata Global Beverages can be identified as one of the success stories for SGA in the aspect of market entry, where Starbucks was able to leverage Tata's expertise on local market & supply chain to enter Indian market.

Bibliography

Culpan, R. (2002). *Global Business Alliances [First Edition]* [<https://www.perlego.com/book/4202400> (visited 2024-11-26)]. Praeger.