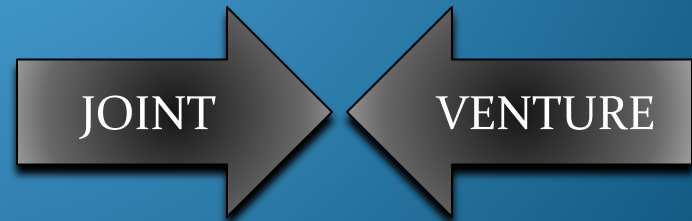
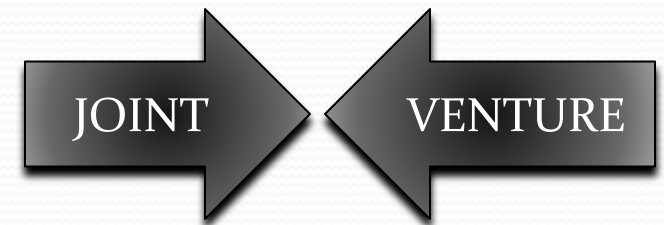


STRATEGIC MANAGEMENT  
Prof Ekta Mehta  
Department commerce



# PRESENTATION ON JOINT VENTURE

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# MEANING OF STRATEGIC MANAGEMENT

The strategic management process means defining the organization's strategy. It is also defined as the process by which managers make a choice of a set of strategies for the organization that will enable it to achieve better performance. Strategic management is a continuous process that appraises the business and industries its competitors; and fixes goals to meet all the present and future competitor's and then reassesses each strategy.

# MEANING OF JOINT VENTURE

- The cooperation of two or more individuals or businesses in which each agrees to share profit, loss and control in a specific enterprise.
- A commercial enterprise undertaken jointly by two or more parties that otherwise retain their distinct identities.
- Joint Venture involve two or more companies or individuals in a partnership for a particular purpose. Each contributing member provides capital, expertise, technology, or other special resources to the venture.

# RELIANCE INDUSTRIES JV WITH

Quiksilver



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graph TD; A[Quiksilver] --> B[Market & Spencer]; B --> C[Bharat Petroleum]; C --> D[International Lifestyle Brands];
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Market & Spencer

Bharat Petroleum

International Lifestyle Brands

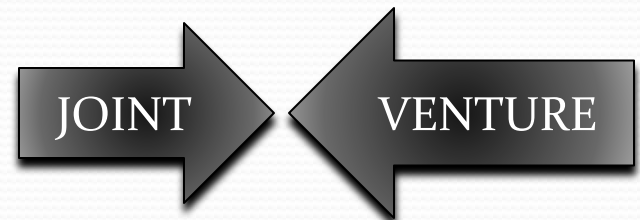
# RELIANCE INDUSTRIES

- Reliance Industries and BP have announced the incorporation of India Gas Solutions, a 50:50 joint venture company, to globally source and market natural gas in India. It will also develop infrastructure for transportation and marketing of the gas.
- Quiksilver is planning to form 51:49 JV in India, which will help the former to consolidate India sales in its global revenue. The NYSE-listed Quiksilver, through a European subsidiary, has sought permission from the Indian Government to float a 51:49 JV with Reliance, with which it had a distribution agreement till now.

- 
- Reliance formed JV with Iconix Brand Inc, grabbing the ownership rights of 20 international lifestyle brands. The company has partnered with brands including big boys like Diesel, Hamleys, Ermenegildo Zegna, Kenneth Cole and Timberland.
  - Marks & Spencer Reliance India Pvt Ltd is a Joint Venture between Marks & Spencer plc and Reliance Retail, part of the Reliance Industries Group. The Joint Venture has been formed with the goal of establishing Marks & Spencer as a major retail brand in India.

# ADVANTAGES

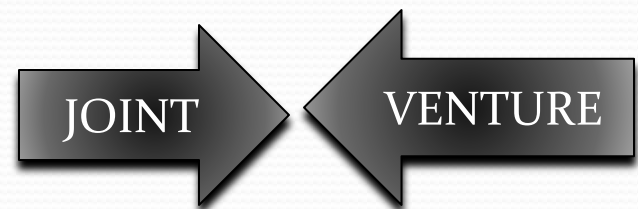
- Provide companies with the opportunity to gain new capacity and expertise
- Allow companies to enter related businesses or new geographic markets or gain new technological knowledge
- Access to greater resources, including specialised staff and technology
- Sharing of risks with a venture partner



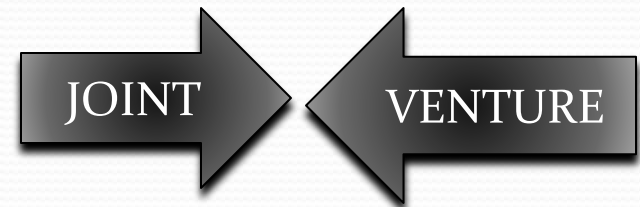


# DISADVANTAGE

- It takes time and effort to build the right relationship and partnering with another business can be challenging. Problems are likely to arise if:
- The objectives of the venture are not 100 per cent clear and communicated to everyone involved.
- There is an imbalance in levels of expertise, investment or assets brought into the venture by the different partners.

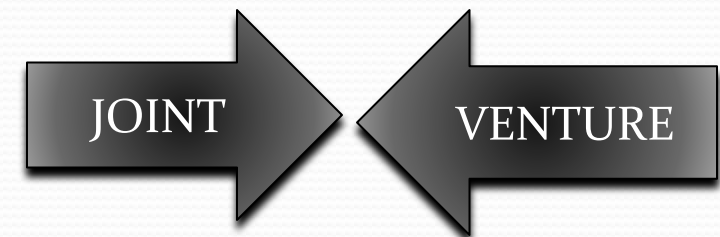


- Different cultures and management styles result in poor integration and co-operation.
- The partners don't provide enough leadership and support in the early stages.
- Success in a joint venture depends on thorough research and analysis of the objectives.



# SOME COMMON EXAMPLES

- Sony Ericsson
- Hero MotoCorp , formally known as “HERO HONDA”
- Maruti Suzuki
- ICICI Lombard
- Mercedes Benz
- TATA DoCoMo
- Uninor



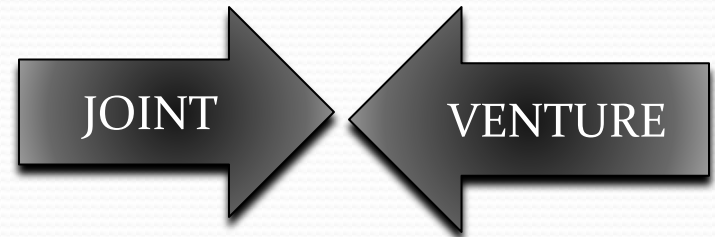
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JOINT

VENTURE

Presented By  
Dr.Shilpa Patel

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THANK YOU