

# PRO'S AND CON'S OF ENTRY ROUTES CHOSEN (cont'd)

## STRATEGIC ALLIANCE

### Pro's

Gives quick and easy access to unknown, and sometimes closed, market

Good way to get to know a company before a more formal partnership

### Con's

Much uncertainty due to looseness of the agreement

Risks of being spied upon by your partner

## JOINT VENTURE

### Pro's

Allows exploitation of synergies

Decreases risks of market entry into a new market/sector

Efficient way to learn other management methods

### Con's

Possible clash of cultures

Not as much control as with an independent operation