Name:

**Activity: Strategic Alliances**

The term *strategic alliance* is used to describe an agreement between businesses to commit resources to achieve a common set of objectives.

1. Using your group members’ knowledge and the Internet, explain how each business benefits from a strategic alliance with the other for each example below.

a) Chapters / Starbucks

b) Uber / Spotify

c) Visa / Wal-mart

d) Scotia bank / Cineplex-Scene Program

2. Using the Internet, find two more examples of businesses that have strategic alliances.

3. With a partner propose a strategic alliance for one of the following companies. Outline why you think it will be a good strategic alliance and how each company could benefit each other.

Apple, Bread and Butter, Coca-Cola, Tim Horton’s, (You can choose your own company if you like, just run it by me)