



THE STRATEGY EXPERT®

Organization

Premium Cable and Satellite TV Network

Situation

The organization was operating in Southeast Asia but wanted to expand in the marketplace.

Solution

We traveled to Singapore to work with the client organization onsite. It was determined that the best way to expand in the marketplace was to create strategic alliances and joint venture. The client initially sent its legal team to work with us but we rejected this approach the first day. Attorneys are great at terminating relationships but not known for creating them.

We spent three days working with the client, training their team on strategic alliances and joint ventures. We also helped develop alliance and joint ventures contracts based upon the nature of the relationships and not just legal and financial due diligence.