

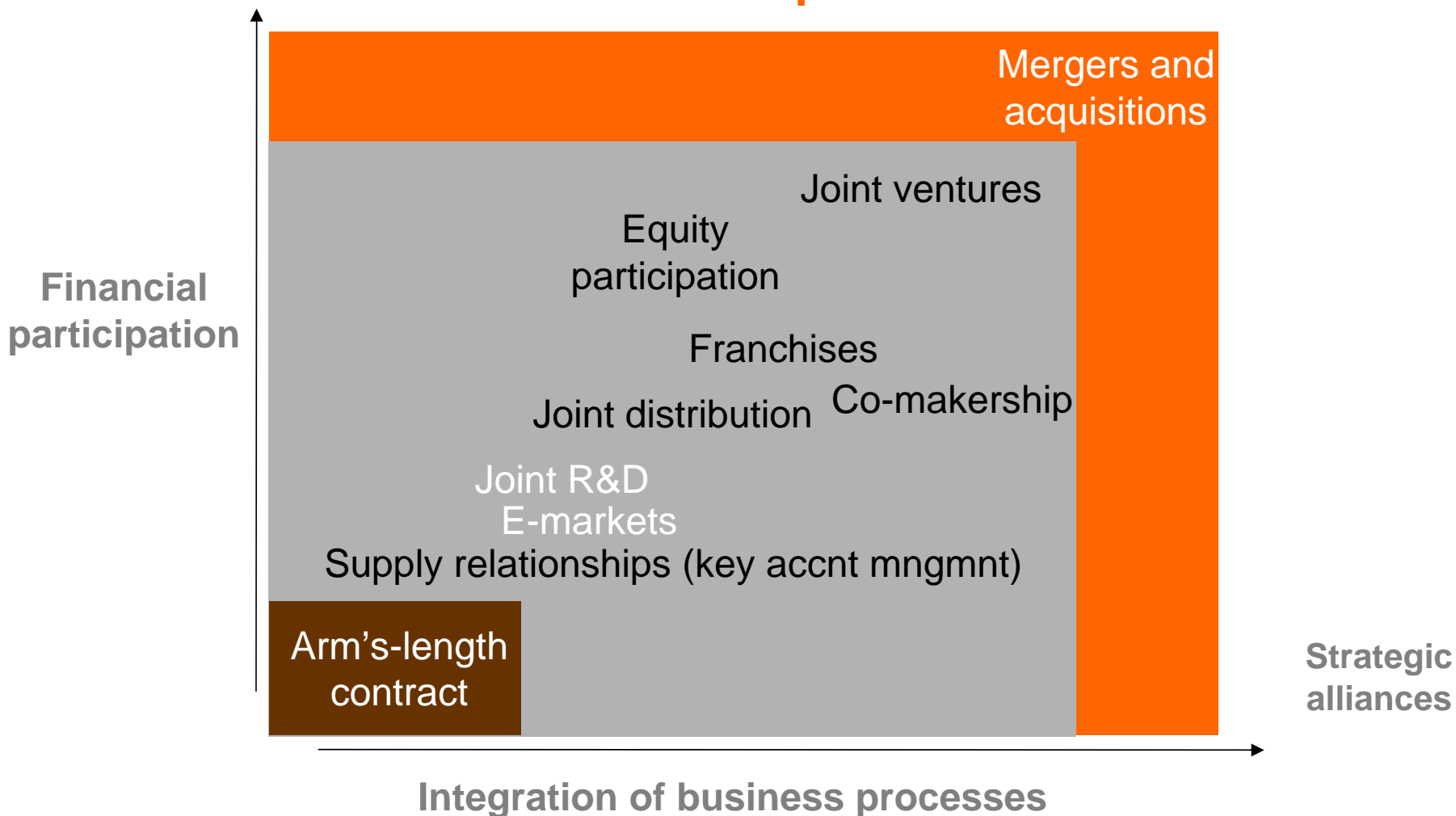
“What we deliver is essential.
Because we help a business find its centre of gravity.”



Strategic Alliances

Europe-Asia Trading Consultant Agency Ltd.
EATCA

Relevant Strategic Alliance Options.



6 step lifecycle approach



The 6 steps analyse.



1. Strategic analyses.

We develop strategic options and assess their relative strengths.

2. Alliance preparation.

We clearly define what you want to achieve and what the objectives of a partnership would be.

3. Partner selection criteria.

We define the strategic fit of the partner following clear criteria.

4. Alliance design.

Once the Partner has been selected, we clearly define what you will achieve and what the objectives of the partnership are.

5. Alliance management.

Create a governance structure and decision making process.

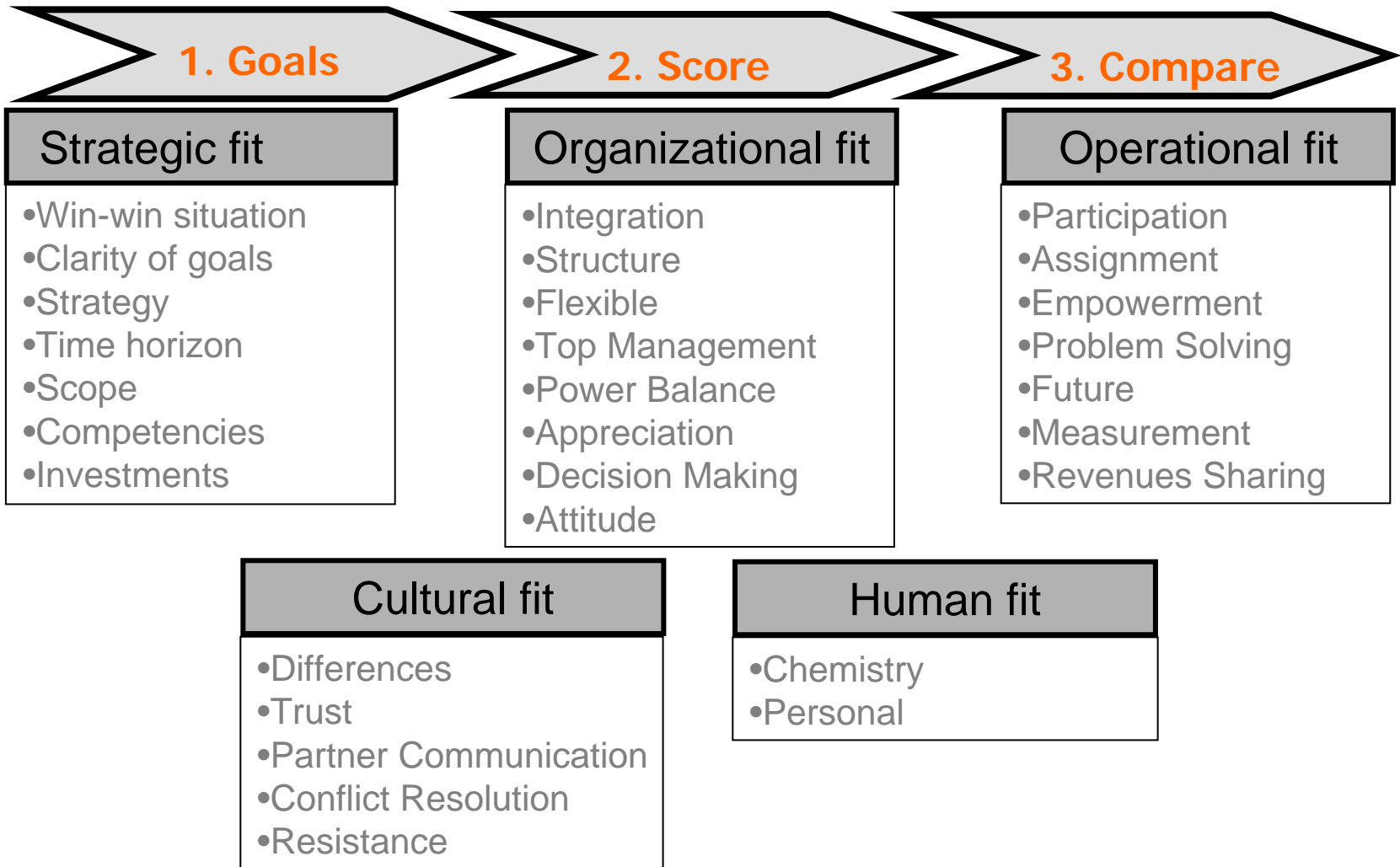
We focus on building a strong relationship with the alliance partner. We ensure that the alliance team have the capabilities.

6. Alliance evaluation.

We evaluate the performance of the alliance with a tool.

Regular tracking of the alliance will ensure that corrective action can take place to enhance performance and ensure alliance success.

Partner selection and fit's



Europe-Asia Trading Consultant Agency Ltd.

EATCA is a business consulting company incorporated and located in Hong Kong, centre of Asia and with an office in the centre of Europe (Belgium)

We help and support the management of companies and investors to expand their business and increase their sales revenue & profits by lowering the business and trading risks and minimizing their costs.

We are a member of several associations and organisations. <http://www.eatca.com/link.asp>

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Roland D'Aubioul
Managing Director
EATCA

we don't cost....
...we save !

Thanks!