



43 Additional Success Factors

1. Easily established
2. Augment selling effort
3. Increase sales and profitability
4. Lower barrier of entry
5. Enhance your image, stature, posture
6. Expand customer client base
7. Boost market presence
8. Provide added value to customers
9. Contribute substantially to perceived customer benefits
10. Enter emerging markets
11. Expand your horizons
12. Speed access to a wide varieties of new markets
13. Expand beyond geographic boundaries
14. Gain foothold in the international marketplace
15. Control other people's markets
16. Gain a competitive advantage
17. Rapidly overpower the competition
18. Joint marketing
19. Joint selling or distribution
20. Design collaboration
21. Quicker to create/form
22. More flexible to operate
23. Less risky
24. Requires less cash
25. Technology license



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26. Research and development
27. Enhance R&D capabilities
28. Access knowledge and expertise beyond company borders
29. Strengthen reputation in industry as a result of association
30. Extend product offerings
31. Widen your scope of innovation
32. Establish a unique position in the market
33. Secure position as front runner in the marketplace
34. Provide marketing/selling
35. Easily establish purchasing/supply relationships
36. Set up instant distribution networks
36. Capitalize on hidden assets
37. Earn higher ROI's and ROE's on alliances than from your core/main business
38. Difficult for your competitors to imitate or emulate
39. Remain focused on your core opportunity
40. Outsourcing non-core competencies
41. Lets you maximize/stretch your management and technical/operational resources
42. Reduce overhead through shared costs and outsourcing
43. Manufacture / fulfill cost-effectively