Collaborating across borders

**Paper details:**

Case 6-3: Amazon and Future Group: Rethinking the Alliance Strategy 1. Did Amazon follow the right strategy to enter India? Did Amazon use the most appropriate mode of entry? 2. Have Amazon and Future Group made the right decision with respect to selecting each other as alliance partners? 3. Partners in an alliance should be aware of the various risks involved. What probably risks were faced by Amazon and Future Group? What can they do to safeguard against those risks? 4. Comment on the structure and details of the alliance. What do you recommend should have been taken care of? 5. What action would you recommend for the Amazon-Future Groiup partnership? What are the implications for your recommendations? In preparing the case analysis, first skim the case to get the big picture. Then, read the case carefully and follow these guidelines: ¬ Put yourself in the shoes of the key decision maker ¬ Define the key issues ¬ Analyze the case data, applying concepts from the readings/lectures ¬ Generate alternative solutions ¬ Analyze and evaluate alternatives based on established criteria ¬ Choose and justify a preferred alternative ¬ Plan how to implement your decision ¬ Organize the case report well; write in an appropriate style