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СТАТИСТИЧНИЙ ТА ПРОТОКОЛЬНИЙ АНАЛІЗ У МЕРЕЖАХ NOWEL NETWARE

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In most informational sources joint venture is considered as “an entity formed between two or more parties to undertake economic activity together. The parties agree to create a new entity by both contributing equity, and they then share in the revenues, expenses, and control of the enterprise. A joint venture may be a corporation, limited liability company, partnership or other legal structure, depending on a number of considerations such as tax and tort liability.”

Reasons for forming a joint venture are the following:

Internal reasons: build on company's strengths; spreading costs and risks; improving access to financial resources; economies of scale and advantages of size; access to new technologies and customers; access to innovative managerial practices.

Competitive goals: influencing structural evolution of the industry; pre-empting competition; defensive response to blurring industry boundaries; creation of stronger competitive units; speed to market; improved agility.

Strategic goals: synergies; transfer of technology/skills; diversification.

It is generally accepted that: “A successful joint venture can offer:

- 1) access to new markets and distribution networks
- 2) increased capacity
- 3) sharing of risks and costs with a partner
- 4) access to greater resources, including specialized staff, technology and finance”.

Scientists and modern economists pointed out the most important factors which are taken into consideration before a joint venture is being formed: screening of prospective partners; joint development of a detailed business plan and shortlisting a set of prospective partners based on their contribution to developing a business plan; due diligence; development of an exit strategy and terms of dissolution of the joint venture; most appropriate structure (e.g. most joint ventures involving fast growing companies are structured as strategic corporate partnerships); availability of appreciated or depreciated property being contributed to the joint venture; special allocations of income, gain, loss or deduction to be made among the partners.