

Technical Note:

Strategical alliances among fruit exporting companies and providing producers in the state of Lara, Venezuela

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Abstract

This paper is a research applied to a group of fruit exporting companies and providing producers in the state of Lara, Venezuela, in order to identify and describe strategical alliances among them, also to determine the main advantages and limitations of these experiences, and to contribute to define profiles of favorable conditions and consolidation of Venezuelan fruit companies. The method it was a transectional nonexperimental investigation, of descriptive and exploratory type. The research was designed to be carried out in three phases: 1) characterization of the company-provider relationship, 2) identification of different types of alliances based on the theoretical model developed by Lewis (1993) and 3) determination of limitations or conflicting areas applying a discrepancies analysis. Three types of alliances were informal, contractual and unified undertaking type. It was determined when alliances are made more formal, investing processes and technological improvement are promoted in production, but conflicting areas between parts that are integrating the alliance tend to worse this affects regularity of the exporting process. In the future, management of fruit overseas companies must study very carefully these factors in order to desing strategical alliances that guarantee more stability in exporting process.

Key Words: strategical alliances, exporting companies, providing producer.

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