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Course Code

Date

**Aegis Case Study Analysis**

Aegis is an international company, which manufacture and sell detergents and other washing products. It had problems in the market which affected its production and the general management. And therefore, the company decided to seek partnership with other companies in the market to help it increase its production and annual sales. To implement change, the company hired John Darcy to help it form strategic alliances and pursue other profitable markets.

However, Aegis‘s agreement made with its partners were not implemented well and therefore, a change of strategy is required. First, the managers at Honeywell & Rockwell were not ready to sales Aegis’ products instead they were just offering advertisement space for Aegis.

 It is also noted that Aegis had no direct contact with its partners and therefore, when their contact firm left it was difficult to have effective communication between partners. This indicates lack of effective evaluation by the company before the partnership was signed (Olk and Winn 21). The relationship was not given the same degree of attention as required and this made no business sense and therefore, it is the reason Aegis pulled out of the partnership. Based on these reason it means that the choice of partnership was not right and Aegis would have not partnered with Honeywell and Rockwell Company and others to pursue an increase in market share and production.

The terms of contract of partnership were not properly evaluated by Aegis because it failed to protect its investment strategy. Though Rockwell is a huge company, the level of bureaucracy at the company would make it impossible. The agreement meant for each company to utilize its partners’ strength to increase market share, and sales. But this did not materialize for Aegis since its partners were not willing to sales its products to customers. The partnership agreement includes the provision of trainings to staffs, offering logistic support for the products and other required support to supply either partner’s products into the market.

# Works Cited

Olk, Paul and Joan Winn. "Case Discussion Collapse As Gretchen Jahn, cofounder and executive vice president of Corporate Development of Aegis Analytical Corporation, looked." Aegis Case Study (2015): 2-34.