**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 9**

**HOMEWORK ACTIVITY**

**Strategic alliances**

Here are two links to examples of strategic alliances:

<http://www.indiainfoline.com/article/news/icici-bank-and-vodafone-india-announces-strategic-alliance-to-launch-m-pesa-5539284905_1.html>

<https://www.allbound.com/blog/successful-strategic-alliances-5-examples-of-companies-doing-it-right>

Read the examples in the links.

Research and identify a further example of a successful strategic alliance in your country or region.

Be prepared to share your thoughts with your fellow learners.