

hotels, ships and glossy facades. Having examined the proposed visualizations, it can be noted that the company mostly focuses on presenting its products comprehensively, in sets. The visualizations themselves are well done; there are no photographs among them in any of the shown types of products. There are two significant disadvantages: the first is the use of a watermark directly on the images, which makes the entire composition unbalanced and cheap; the second is the low resolution of the images, which also makes the visualization unsuccessful. From the point of view of composition, color and variety of renders, everything is of high quality, but the two mentioned disadvantages greatly lower the bar for the quality of presentation of their products.

It is also worth considering a company from the city of Gomel, Progress. This factory mainly specializes in upholstered furniture, including sofas, armchairs, chairs, and pillows. The assortment includes more than 300 pieces of furniture. Analysis of visual content shows a very high quality of product presentation. All works are presented in the same style, without photographs, with high resolution and without watermarks.

**Conclusion.** Based on the analysis of three furniture factories included in the top 10 factories of the republic, we can conclude that, in general, 3D visualization technologies are used everywhere, but in some places with some flaws that can easily be eliminated through a more detailed and attentive study of design projects, necessary for visualizing products.

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#### STRATEGIC ALLIANCES IN THE EAST ASIAN INDUSTRY

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*Резюме – в данной статье рассматривается вопрос стратегических альянсов, их плюсы и минусы, а также способы предотвращения проблем связанных с ними.*

*Resume – this article discusses the issue of economic strategic alliances in the East Asian Industry, their pros and cons as well as ways to prevent problems associated with them.*

**Introduction.** Strategic alliances (SA) in the East Asian Industry (EAI) are pivotal agreements and partnerships between companies with the objective of achieving strategic goals, such as market expansion, joint development of new products or technologies, enhancing competitiveness, and diversifying businesses. The East Asian region is renowned for its dynamism, and strategic alliances play a significant role in propelling industries in this area forward.

**Main part.** The SA industry encompasses a broad spectrum of sectors including automotive, electronics, steel, chemical, mechanical engineering, among others. Within each of these industries, strategic alliances can serve as a crucial instrument for attaining competitive advantages and ensuring sustainable development. A comprehensive study of strategic alliances in the EAI industry could encompass an analysis of various alliance types (e.g., joint ventures, technological partnerships, joint production agreements), an examination of factors influencing partner selection and alliance formation within this industry, an evaluation of the impact of cultural disparities and legal peculiarities across different EAI countries on the establishment and operation of strategic alliances. Furthermore, a critical aspect of such research could involve assessing the efficacy of strategic alliances in the EAI industry and identifying successful strategies and best practices that contribute to achieving favorable outcomes. Alliances are grounded in trust and cooperation towards common goals, with participants complementing each other's business capabilities. These alliances are pragmatic in nature, with each party primarily seeking to advance its own interests and gain advantages to secure victory in the competitive landscape through alignment of forces and safeguarding or expanding market territory. When examining international strategic alliances, key characteristics that set them apart from other corporate entities can be identified. French researchers B. Garrett and P. Dussauges have outlined these distinguishing features in their work "Strategic Alliances". Companies that have joined the alliance do not lose their strategic autonomy and do not have a single management center, unlike, for example, a holding structure formed as a result of mergers acquisitions: 1) the alliance consists of several leadership centers that jointly make decisions within the framework of a common project or type of activity; 2) the members of the alliance share each other's resources, including material resources, knowledge, infrastructure; 3) all partner companies are equal members of the alliance. strategic alliances do not have a special legal form as such [1]. International strategic alliances are created to achieve various goals. The goals of international alliances include: risk reduction, savings on scaling up production, exchange of advanced technologies, elimination or

reduction of competition, overcoming government trade and investment barriers when entering promising foreign markets [2].

Based on the systematization of the classifications proposed in the works, the main reasons for the creation of the International Strategic Alliances (ISA) can be identified. The paper identifies the main reasons for companies joining strategic alliances instead of traditional mergers and acquisitions (Mergers & Acquisitions, hereinafter referred to as M&A). Mergers are inconvenient due to the effect of the "indigestibility" of the target company, when, upon joining a large corporation, a smaller firm lost its flexibility and other advantages that were noticeable earlier. The disappointment of M&A deals, which many companies have come to, has forced them to turn to such a new form of joint activity as strategic alliances. In terms of the classification of International Strategic Alliances (ISA), several groups of them are distinguished using certain signs.

**Conclusion.** Such types of alliances are necessary for business diversification, expansion of production activities through cooperation with a participant in a new market of interest. Conclusions on the topic of strategic alliances in the East Asian Industry (EAI) can be as follows. Strategic alliances play an important role in the development of East Asian industries as they allow companies to achieve competitive advantages, expand markets, jointly develop new products and technologies, improve competitiveness and diversify business. Various types of strategic alliances, such as joint ventures, technology partnerships, joint production agreements, and others are widespread in the East Asian industries. Finally, strategic alliances play an important role in the development of East Asian industry, and studying this topic can give companies better understanding of the processes of forming alliances, their effectiveness and successful strategies.

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