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# Blue Ridge Spain

# Introduction

The Blue Ridge Spain analyzed at the URL [www.thecasesolutions.com](http://www.thecasesolutions.com) demonstrates the issues related to the management of joint venture and cultural communication in the global business environment. This case is detailed, getting right to the essence of what happens between two partner firms and the issues they may encounter when it comes to decision-making, communication and coordination.

# Background

The Blue Ridge Spain with its local and US parent Blue Ridge and Spanish company Terralumen was set up to harness market opportunities. Nevertheless, they realised that major cultural differences and strategic misfits had begun to develop which in turn created operational ineffectiveness and partner dissatisfaction.

# Cultural Differences

The differences in the features of doing business in the U.S. and the Spanish speaking countries were evident in operations, leadership, and communication. For instance, the organizations' organizational culture in decision-making varied greatly, with Blue Ridge being rigid, data-oriented, while Terralumen being flexible with emphasis on the relationship.

# Conclusion

The Blue Ridge Spain case illustrates the need for careful analysis of cultural factors and with respect to strategies of the partners in joint ventures. This means that organizations do not have to go through different challenges facing them and thus can enhance their performance and long-term effectiveness of their collaborations.

# Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit [thecasesolution.com](http://thecasesolution.com) for detailed analysis and more case studies.