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Quick-Drying Paint Licensing Negotiation

Introduction

The Quick-Drying Paint Licensing Negotiation provides a rich understanding of the strategic dynamics of licensing contract in the context of industrial paint industry. This case relieves the main issues of the three parties and diagnosis important decisions, emphasizing the negotiations, value creation, and conflict management.

Understanding

In its most simplistic form, this case presents the concept of bargaining between an organization that has developed an innovative paint technology and a manufacturing firm that wants to acquire a licence to use this formula in developing a highly durable and fast-drying paint.

Risk Allocation

Reciprocal macro risks of the innovator and the licensee lie in the assessment of risks surrounding adoption of the new product and risk of response from competitors.

Conclusion

The Quick-Drying Paint Licensing Negotiation case also shows that strategic planning, collaboration and communication facilitate the achievement of licensing objectives. To some extent, it can be called a manual for effective decision making in business transactions with counterparties.

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.

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