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# Rijas-Vericampos Negotiation

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# INTRODUCTION

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The Rijas-Vericampos Negotiation case is mainly centered on a business negotiation between two firms, Rijas and Vericampos. Thus, this case focuses on the strategy and moves that have been undertaken by both the parties with a view of coming up with a solution that will favor the two parties. Such insight into this style of negotiation will therefore help in understanding negotiation strategies in a business environment.

# BACKGROUND

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**Rijas is a company that has been in operation for a long time and operates in the technological domain and as a result seeks the partnership of Vericampos which is also a technological firm. The partnership's goal is to bring the best from both companies and improve their market standing and operations. However, the negotiation process poses a number of challenges; conflict of interest, conflict of culture, and conflict of markets.**

# NEGOTIATION TACTICS

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Key strategies are used to portray the tactics of negotiation in relation to the complexities involved in the process. Rijas employs a hard-bargaining legally based tactic, which is anchored on balancing on interests as opposed to maintaining a balance of power. They also do a lot of preparation before entering the presentation and they take time to look at the likely objections that the audience may come up with and they counter them by substantiating their case with facts. In the case with Vericampos, integrative negotiations are used, where the goal is not only to win and get a victory over the counterpart, but to find the best solution satisfying both parties' interests. They also incorporate the use of active listening to know how Rijas feels about the situation and how to deal with this.

# C A N C L U S I O N

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This case of Rijas and Vericampos Negotiation presents the issues of the strategic planning among the business entities and the planning of an efficient way of negotiations. Dealing with key issues, knowing and applying the right strategies, it is possible to make the relationship of both companies successful and efficient using proper and effective negotiation techniques. Thus, this case is rather helpful for the professionals striving to boost their negotiation skills and develop effective strategies of managing multifaceted business processes.

# Resource

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