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## MEASURING STRATEGIC ALLIANCE PERFORMANCE IN NIGERIAN MANUFACTURING INDUSTRY

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### Abstract

It is often believe that, formation of strategic alliance enhances better performance among partners, but the major concern is how performance is measured. The study examined the choice of forming alliance and determines whether strategic alliance enhances performance of manufacturing industry. Seven indigenous manufacturing companies were selected using systematic random techniques, secondary data were used for the study, and the data were generated through the annual financial statements of the companies. Ratio analysis were used to measure the performance of the selected companies, the results of the analysis indicated that; Some of the selected Nigerian manufacturing companies have high return on investment of 60.49% in year 2008. However, one of the companies witnessed an impressive boost in year 2005 and 2006 with 2.11:1 and 5.45:1 exceeding the acceptable standard for measuring performance in the industry, which is 2.1. Based on the findings, the study concluded that; 71.43% of the selected companies have a good return of sales. In light of this, the study recommends that; the management of Poly Products Nig. Plc, should be more efficient in their operations, in order to earn higher percentage of gross profit margin return for the company.

**Key Words:** Strategic Alliance, Performance, Manufacturing Industry, Ratio Analysis, Return on Investment.

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