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With Sprint Deal, SoftBank's Chief Looks Beyond Japan

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Masayoshi Son is a Japanese entrepreneur. Is the founder, president and CEO of SoftBank Corp. Masayoshi Son also owns a Japanese baseball team called the Fukuoka SoftBank Hawks. SoftBank Corp. bought a 70 percent stake in Sprint/Nextel Corp. for approx. 20 billion dollars. Masayoshi Son envisions Sprint/Nextel Corp. as one day being the number one telecommunications and internet provider in the country.

There are four International business concepts in this article. Strategic alliance- partnerships between two or more firms that decide they can better pursue their mutual goals by combining their resources. Cross boarder alliance- formed to create market expansion, cost-and technology-sharing, avoiding protectionist legislation and taking advantage of synergies. An International Joint Venture (IJV) is a joint venture among companies in different countries. Equity strategic alliance- two or more partners have different relative ownership shares (equity percentages) in the new venture in an equity strategic alliance.

I agree with the author, because Sprint is currently operating at a loss and SoftBank is operating at a 25 percent gain. This would provide Sprint with cash to invest in equipment and a faster network. I am also a Sprint user and have used other mobile devices such as AT&T and Verizon. Sprint does have a slower network than their competitors. This will also provide SoftBank with a greater market share.