

# Comparison Chart

BASIS FOR COMPARISON	HORIZONTAL INTEGRATION	VERTICAL INTEGRATION
Meaning	When two firms combine, whose products and production level is same, then this is known as Horizontal Integration.	Vertical Integration is when a firm takes over another firm or firms, that are at different stage on the same production path.
Figure		
Objective	Increasing the size of the business	Strengthening the supply chain
Consequence	Elimination of competition and maximum market share.	Reduction of cost and wastage.
Capital Requirement	Higher	Lower
Self-sufficiency	No	Yes
Strategy used to exercise control over	Market	Industry