

Define Horizontal Integration

- ▮ Horizontal Integration is the addition of other business activities at the same level of the value chain.
- ▮ Two companies of the same industry and in the same stage of production work together.
- ▮ These companies belong to the same supply chain stage and normally produce or trade the same product.
- ▮ Firm add their strength to gain benefits.
- ▮ Affects the processes and structure design of distribution networks *