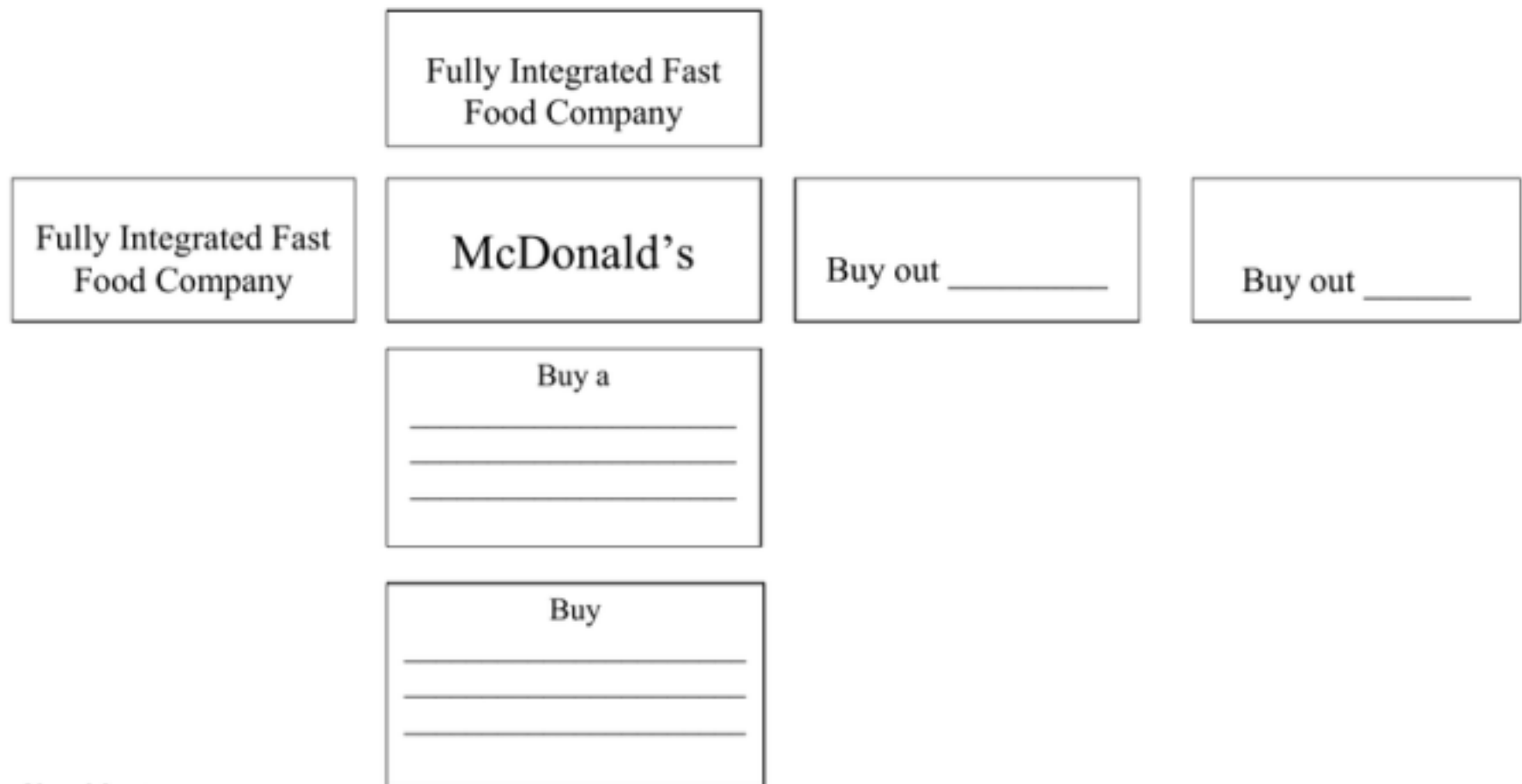


Name: _____
Hour: _____

Horizontal and Vertical Integration

(Chapter 5, Section 3)

Think of a business that you could use to show the difference between horizontal and vertical integration...perhaps a McDonald's, Starbucks or your favorite store. Then assume that each box represents a business that feeds into your center business; your end result will be a fully integrated business in both examples (the lone outer box). Represent the boxes accordingly:



Closed Strategy