

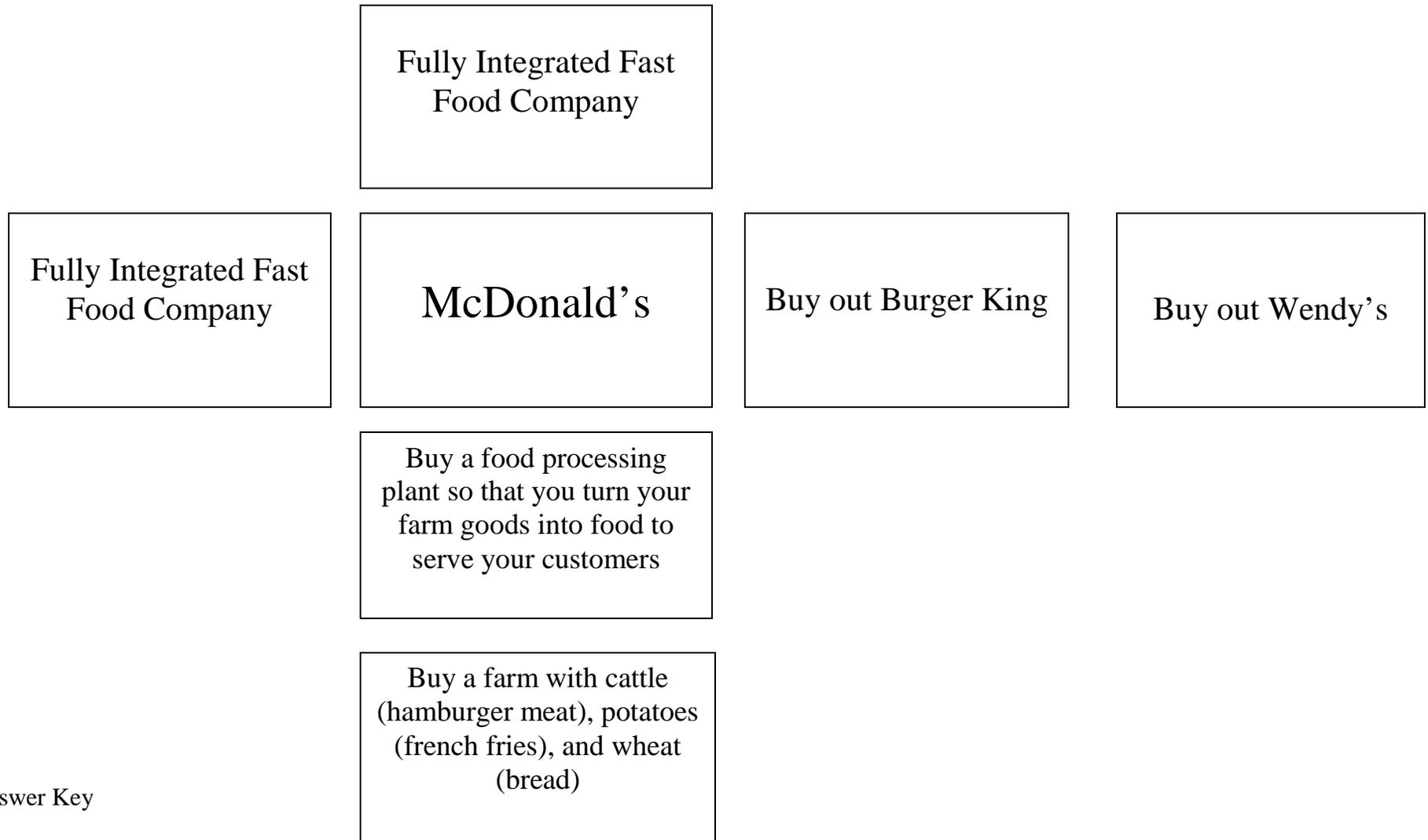
Name: \_\_\_\_\_

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:



Answer Key

Name: \_\_\_\_\_

Hour: \_\_\_\_\_

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(Chapter 5, Section 3)

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**Fully Integrated Fast Food Company**

**Fully Integrated Fast Food Company**

**McDonald's**

**Buy out Burger King**

**Buy out Wendy's**

**Buy a food processing plant so that you turn your farm goods into food to serve your customers**

**Buy a farm with cattle (hamburger meat), potatoes (French fries), and wheat (bread)**

Choice Strategy

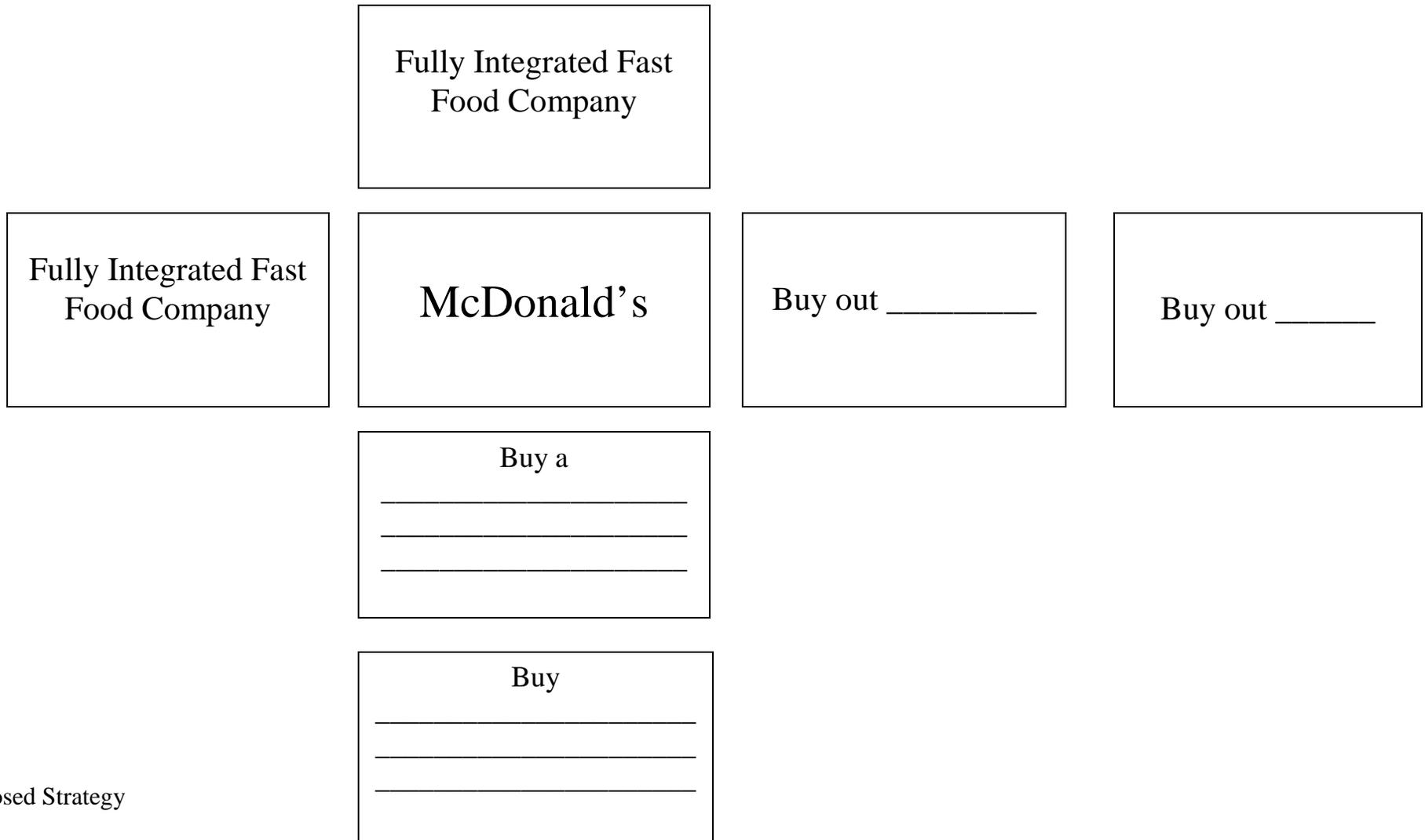
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Closed Strategy

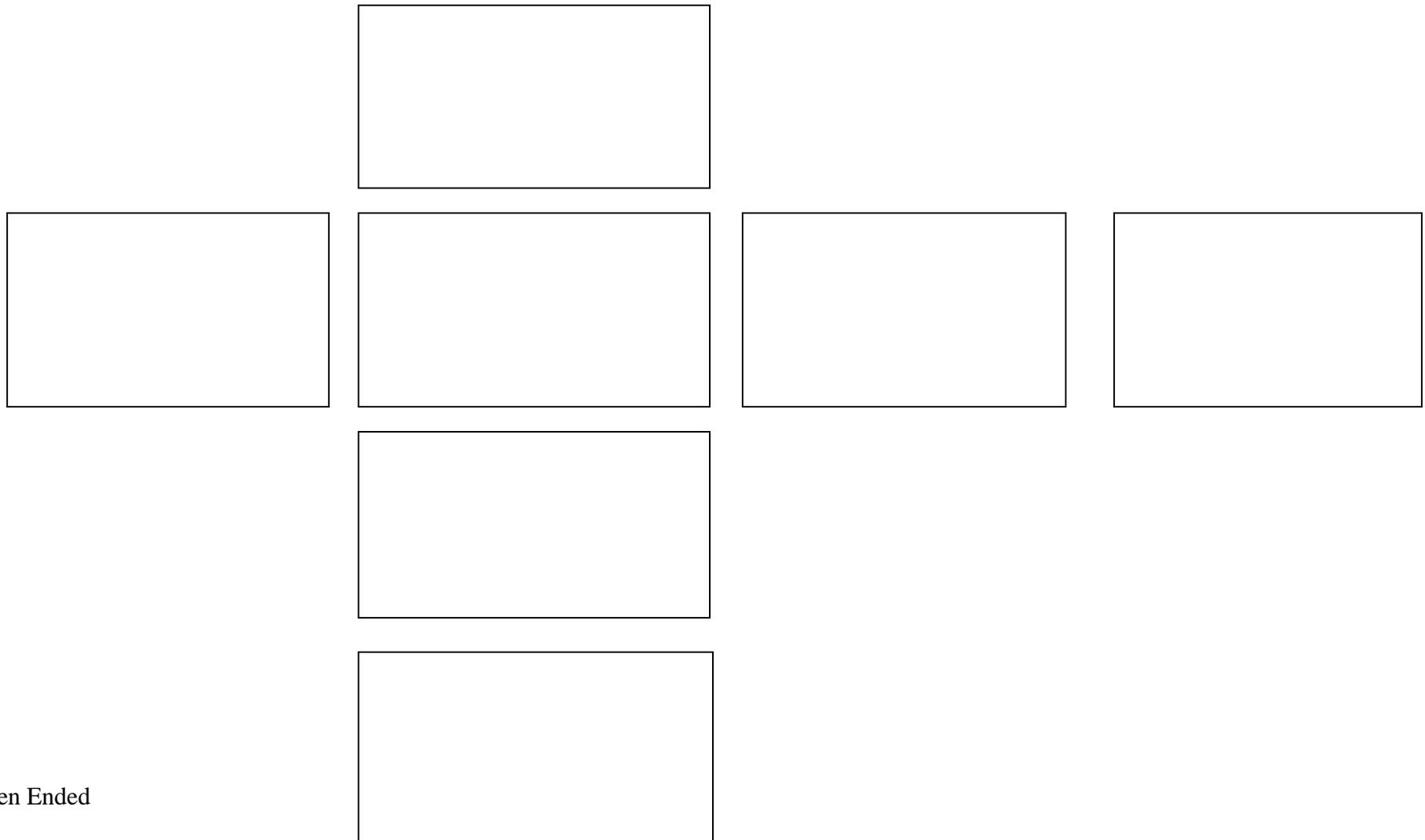
Name: \_\_\_\_\_

Hour: \_\_\_\_\_

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Open Ended

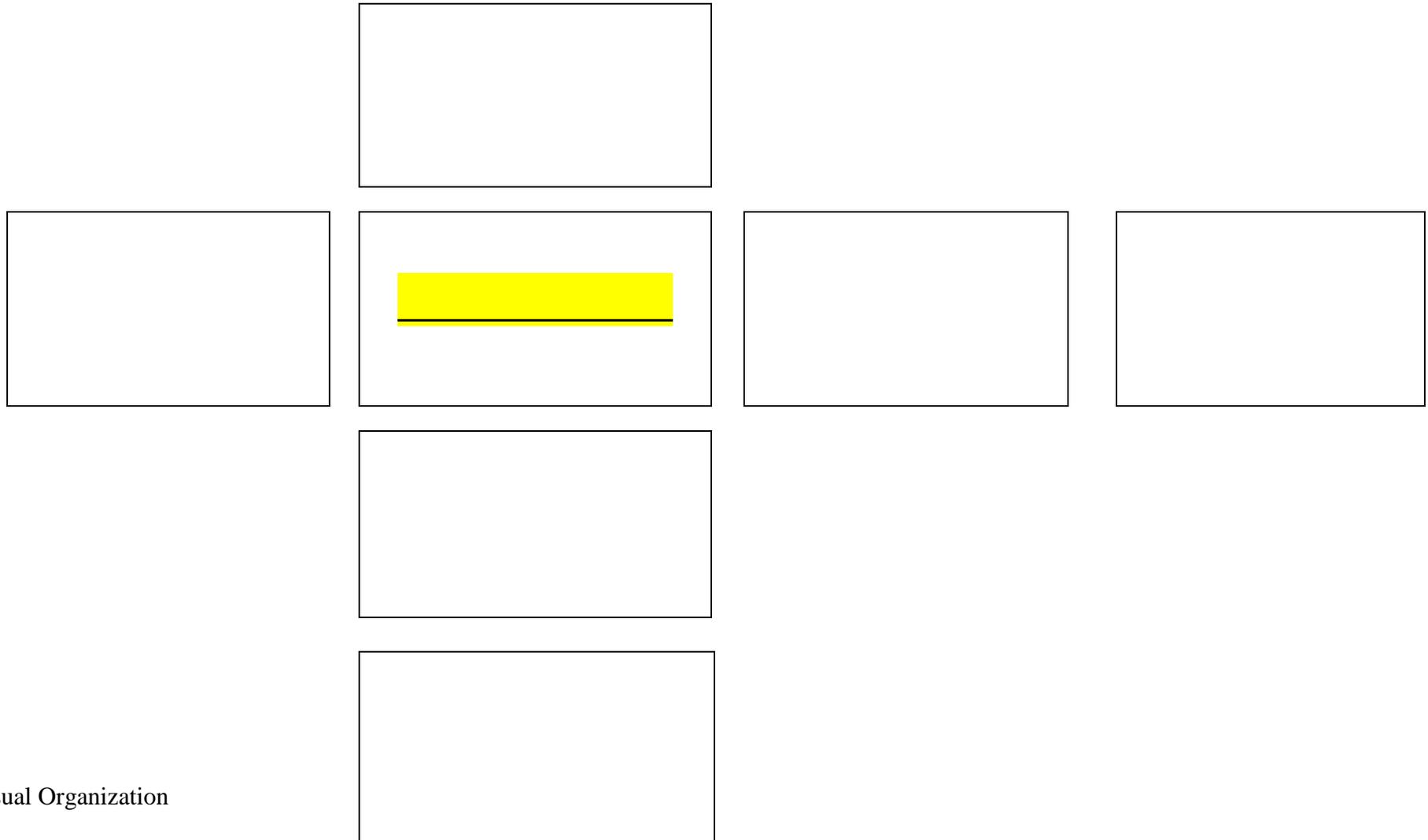
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Hour: \_\_\_\_\_

# 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:



Visual Organization

Name: \_\_\_\_\_

Hour: \_\_\_\_\_

# Horizontal and Vertical Integration

(Chapter 5, Section 3)

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Fully Integrated Fast  
Food Company

Fully Integrated Fast  
Food Company

McDonald's

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Buy out Wendy's

Buy a food processing  
plant so that you turn your  
farm goods into food to  
serve your customers

Buy a farm with cattle  
(hamburger meat), potatoes  
(french fries), and wheat  
(bread)

Is the vertical line correct?

YES

NO

Is the horizontal line correct?

YES

NO