

Vertical Integration of YOUR Business

Choose one of the business plans that you wrote. Make sure it is the type of business that allows you to answer the questions below ...

SUPPLY CHAIN: List the supply chain for your business ... where do the raw materials for your goods/services come from?

VERTICAL INTEGRATION: Come up with a game plan for how you could vertically integrate your business so that you own the entire supply chain.

HORIZONTAL INTEGRATION: If vertical integration is starting/buying businesses who supply to you, what do you think horizontal integration means? Give an example of a business you could buy that would allow you to horizontally integrate.

