

Business - PCK

- Business growth
- Economies of scale
- Exam questions

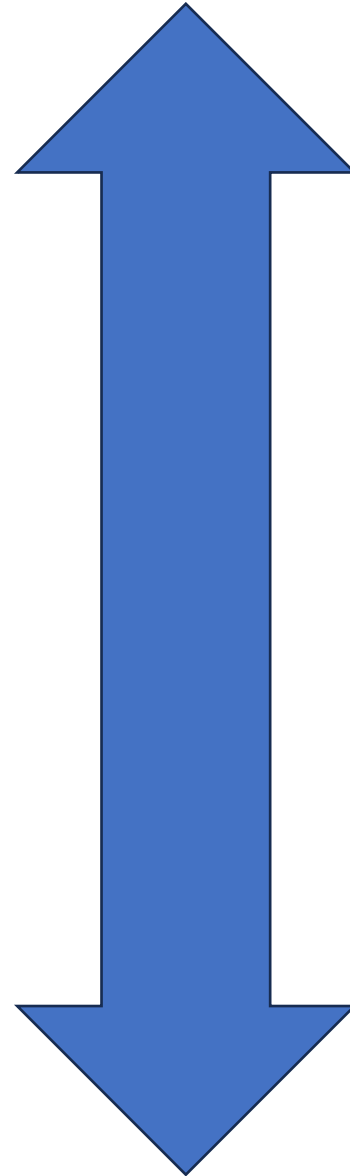


Tuesday 20/02/2024

Methods of integration...

Forward vertical

Forward vertical integration occurs when a business takes control with another that operates at a later stage in the supply chain.



Backward vertical

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What type of integration? Explain



Dairy farm takes over a Burger Bar



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Ice cream parlour takes over an ice cream factory



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What type of integration? Explain



Amazon takes over a transport company



Methods of integration...



Horizontal integration occurs when two competitors join through a merger or takeover. The new business then becomes more competitive and increases its market share. This gives it more control when negotiating and setting prices.



Methods of integration...

A **conglomerate** merger is a merger between firms that are involved in totally unrelated business activities



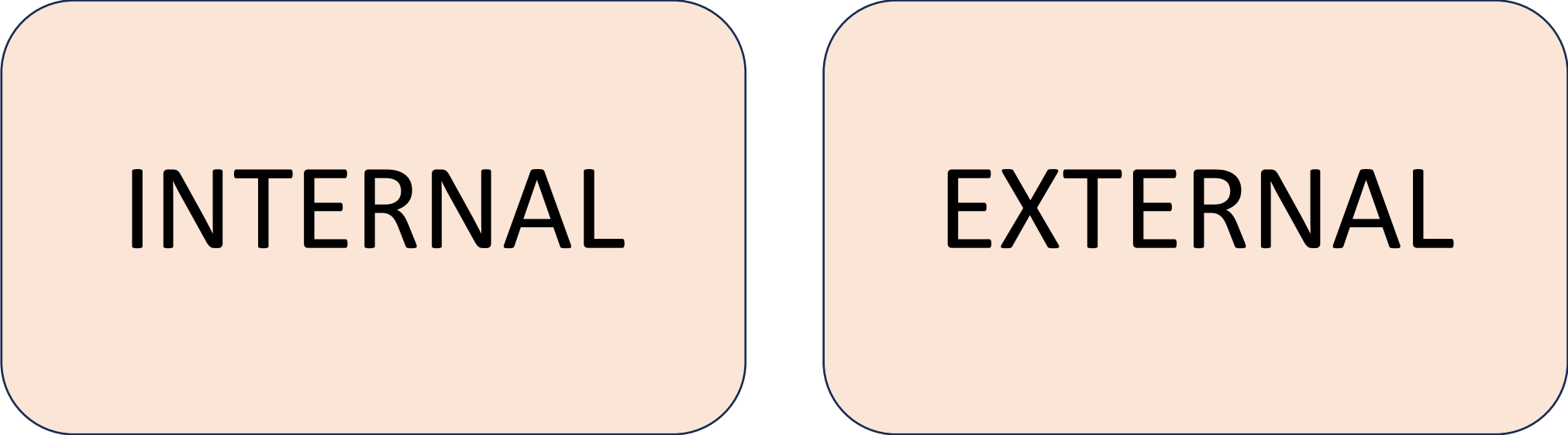
Find and share authentic examples of business integration.

How would you use these in your teaching?



Economies of Scale...

Economies of scale are the cost advantages that a business can exploit by expanding their scale of production. The effect of economies of scale is to reduce the average (unit) costs of production.



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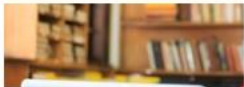
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