

horizontal integration Control (merge & acquisition) the competitors Advantages and disadvantages In such cases: Monopolize the market in certain area Great potential of the industry Scale economy Have the necessary funds and HR

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Vertical Integration + Forward integration Control the sales
channel In such Cases Current sales partner not reliable High growth rate of the industry Have the
funds and HR for that action Know the customer | s needs
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suppliers In such Cases The current suppliers not reliable Too few suppliers High growth rate of the
industry Have the funds and HR to do this action Price is critical for the
industry ` + < * r

[Advantages and disadvantages of vertical integration.]

Discussion: outsourcing and networks Ansoff matrix r L ◻ +
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by more marketing efforts market development Entering new market by current products and services
product development Increase sales by modifying the current products or developing new products
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