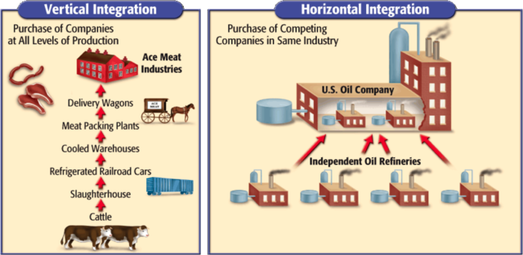
**Name Date Class**

**Horizontal or Vertical Integration?**

Directions: Use your knowledge of these terms and the chart below to decide if the following scenarios are horizontal or vertical integration.



1. Walmart buys out the stock for Kmart.

1. Taco Bell buys all the local Mexican restaurants in downtown Raleigh.

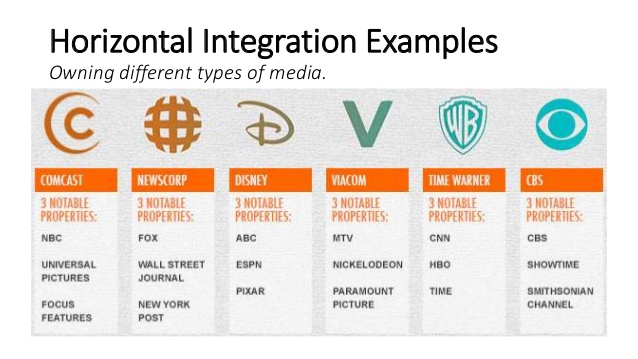
1. McDonald’s purchases nation-wide farms to source their dairy and meat products.

1. Disney purchased 20th Century Fox (finally merging the two Marvels film universes!)

1. American born Chrysler is purchased by Fiat in Italy.

1. 

1. Gap Retailer owns clothing factories in China.

1. 

1. Google purchases YouTube and IMDB.com

1. Microsoft owns a plastics plant in Minnesota.