

Lateral and vertical collaboration



Horizontal collaboration or integration is when a business or an organization acquires or merges with competing businesses. Vertical collaboration includes collaboration between customers and supplier. Baderman Island Resort would demonstrate horizontal collaboration with the surrounding tourist and vacation resorts.

Baderman Island Resort strives for be the best, offering many specialized services that other resorts may not offer. When the resort brings in new employees, possibly from surrounding resorts that possess the necessary skills, new knowledge, and expertise to the different specialized services that the resort offers, they are showing the integration of all areas of expertise with their company to be able to offer all kinds of services that other resorts may or may not have and at the same time provide the best available service. Recruiting the best candidates from competitors will definitely help Baderman Island Resort become the leader in the tourist and vacation resort in the area. Baderman Island Resort demonstrates vertical collaboration by analyzing their suppliers' capabilities to provide the best product. Baderman would look at things such as the price of the product, how fast the suppliers can provide new products, as well as the service by which the vendors or suppliers are adding value to the resort.

The resort would also look into the suppliers' willingness to negotiate, available discounts for large orders and for immediate payments. Vertical collaboration is much easier to implement than lateral/horizontal collaboration, but having both would allow Baderman Island Resort to provide the best products and service to their customers.