. Concrete drainage systems constitute a **niche market** worth about £80million a year in the UK, but operations are concentrated in the hands of the three large players, the largest of which is CPM, which is based in Mells in Somerset. CPM manufactures concrete drains as well as laying them; earlier this month the firm bought Hughes Concrete, a firm specialising in supplying high quality concrete to firms manufacturing concrete products, creating an overall business with a turnover of £26million. Recently CPM firm has diversified into areas such as landscaping and flood protection, with the help of a £3.5million funding package from Bank of Scotland.

Adapted from The Daily Telegraph 15/10/2008

c) Describe the type of integration that occurred when CPM bought Hughes Concrete. [4]

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