

$$\begin{array}{ccc}
 kG \otimes_k kH & \xrightarrow{\phi_1 \otimes \phi_2} & \text{End}_k(V) \otimes_k \text{End}_k(W) \\
 \parallel \wr & & \parallel \wr \\
 k(G \times H) & \xrightarrow{\psi} & \text{End}_k(V \otimes_k W)
 \end{array}$$