

Tables

Aspect	Acquisition	Merger
Nature	One buys another	Two companies unite
Identity	Target loses identity	New identity forms
Control	Acquirer gets control	Shared control emerges
Size	Often unequal size	Usually similar size
Consent	Can be hostile	Mostly friendly agreement
Process	Relatively simpler	More complex process
Stock	Buyer's stock continues	New stock issued
Name	Acquirer's name remains	Often new name
Power Dynamics	Clear power hierarchy	Balanced power structure
Example	WhatsApp by Facebook	Disney-Pixar merger

Aspect	Online Sales	Brick & Mortar
Location	Internet-based platform	Physical store location
Timing	24/7 availability	Fixed business hours
Experience	Digital interaction only	Direct personal interaction
Costs	Lower overhead costs	Higher rental costs
Reach	Global customer access	Local market only
Payment	Digital payments only	Cash/card both
Setup	Quick to establish	Time-consuming setup
Inventory	Virtual catalog display	Physical product display
Staff	Minimal staff needed	More staff required
Maintenance	Website maintenance needed	Physical maintenance needed

Aspect	Manager	Entrepreneur
Focus	Manages existing operations	Creates new ventures
Risk	Minimizes risk	Embraces risk
Reward	Fixed salary	Unlimited profits
Decision Making	Follows rules	Makes rules
Approach	Systematic planner	Innovative thinker
Status	Employee	Owner
Funding	Uses company funds	Arranges own funding
Goal	Achieves set targets	Creates market disruption
Work Style	Delegates tasks	Hands-on involvement
Success Measure	Efficiency and stability	Growth and innovation