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Marriott is considering the repurchase of ten million shares. This is apparently at odds with the financial policies that the Board of Directors passed two years earlier. Students must discuss why the policies were passed and why changes are now necessary. Includes a discussion of

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debt policy, financing policy and dividend policy. Students also discover stock is currently undervalued.

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elements into their financial strategy:  
manage rather than own hotel assets invest  
in projects that increase shareholder value,  
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shares 2) Marriott uses WACC to measure  
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The Marriott case provides a springboard for general discussion of corporate restructuring and the creation/destruction of value. The central issue is the transfer of wealth from bondholders to stockholders, and whether it is proper for a

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company to exploit bondholders in such a manner.

**Marriott Corporation: Bondholders vs. Equityholders ...**

Harvard Business School 9-298-101 Rev.  
March 18, 1998 Marriott Corporation: The  
Cost of Capital In April 1988, Dan Cohrs,

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vice president of project finance at the Marriott Corporation, was preparing his annual recommendations for the hurdle rates at each of the firm's three divisions.

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In January 1980, the management of the  
Marriott Corporation found itself in an  
interesting dilemma: not only did the

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corporation have considerable excess debt capacity, but projections of future operations and cash flows indicated that this capacity was on the rise.

**Marriott Corporation (A) | The Case Centre, for educators**

Marriott Corporation Case 1. What is the



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weighted average cost of capital for Marriott Corporation? What values did you use for the various components of the WACC why did you use them and how did you measure them? Marriott Corporation uses the following equation to determine the WACC.

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of directors. The proposal he is considering would split the Marriott Corp, a premier hotel developer, owner, and manager, into two separate companies by a stock dividend to shareholders.

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