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The Mega-merger in Hospitality Industry ---- A Case Study of Marriott International's Acquisition of Starwood Hotels & Resorts Worldwide Introduction On 23 September 2016, Marriott officially announced the completion of acquiring Starwood at the price $13.6 billlion.

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Marriot Corp Case: Cost of Capital 1126 Words | 5 Pages restaurants, and food service distribution. The company headquarters are in Washington, D. C. The vice president of project finance at Marriott Corporation, prepares recommendations annually for the hurdle rates at each of the firm¡¯s three divisions.

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Marriott measured the opportunity cost of capital for investments of similar risk using the Weighted Average Cost of Capital (WACC) as: WACC = (1 - ?)r- (D/V) +r- (E/V) DE where D and E are the market value of the debt and equity, respectively, r -D is the pretax cost of debt, is the after-tax cost of equity, and V is the value of the firm.

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Marriott Corporation: The Cost of Capital FINE 443 23 September 2013 Subscribe to view the full document. Introduction Since Marriot Corporation is a company that strives for growth, it is especially important to have appropriate ways of evaluating potential projects for the firm to undertake.

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+ Debt Capacity and the Cost of Debt The Premium of Company Debt over Gov't Interest Rates were obtained from the case study and used to calculate Rd. Equity / Capital and Debt / Capital were simply calculated using the known D/E ratios. 30/01/2015 Marriott Corporation: The Cost of Capital Corporate Finance - Professor Christopher Kummer

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Marriott Corporation Case Study: the Cost of Capital Essay. They use this number to determine which projects to accept, to adjust the rate at which the firm grows and as a measure for compensation within each business area, and as incentive….

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Marriott case. The after-tax cost of debt for the lodging division is 6.63%, (1-.34) x 10.05%. The after-tax cost of debt for the restaurant division is 5.74%, (1-.34) x 8.70%. The cost of debt should be different across each division because each division is treated as an independent company.

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How does the cost of debt for Marriott should be calculated: Cost of debt is calculated by: Cost of debt = [debt / (debt + equity)] x [(1- tax) x debt servicing cost]. The two inputs are thus the debt ratio in total capital and the applicable debt servicing cost.

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Elements of WACC • rD: cost of debt • rD= Government rate of borrowing + Premium above Government rate • In this case we have Govt. rate is 8.95% (30- year maturity- for Marriott and lodging operations) • Govt. rate is 6.90% (1-year maturity for restaurant and contract services)

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