

Marriott Corporation Case Study Solution

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1. Introduction: The case presents a company, named “Marriott Corporation” (MC), possessing an attractive and well known position in the hotel industry, providing services broadly categorized into three divisions; lodging, contract services and restaurants. It was established by J. Willard Marriott in 1927. Dan Cohrs, vice president of MC’s project finance, is preparing his annual ...

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With its fast-growing pace, Twin Bridges Marriott went international in 1966; this happened after the company took over the running of an airline-catering kitchen in Venezuela. It later changed the name to Marriott Corporation in 1967. The company later engaged in a series of takeovers that enabled it to grow into a billion-dollar corporation.

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