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HILL COUNTRY SNACK FOODS CORPORATION

INTRODUCTION

HC Snack Foods Corporation is a reputed company in the snack food industry and position it as a financially solid and famously profitable company. This paper is primarily concerned with the following key operational strategic, capital structure and growth option decisions of the company.

FINANCIAL STRATEGY

Hill Country Snack Foods Corporation has been considered as financially conservative company by having no debt and just cash balances. On the one hand, this approach will enhance the stability of the company, but, on the other had, forces us to wonder if the business is optimally leveraging its financial assets.

GROWTH OPPORTUNITIES

There are several growth prospects inherent in the snack food business such as developing new products, expanding market frontiers and entering into consolidation drives. But the current strategic direction of Hill Country might not let it aggressively go for these opportunities is as conservative as it is.

CONCLUSION

Thus, HCSFC has to make a balance between conservative policies and financial and growth strategies available to the organization. A good decision would basically influence the company's future performance and its strategic position within the snack foods sector.

RECOMMENDATION

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