



Dividend policy decision making is crucial to any organization under performance contract who wishes to organize the interest of its shareholders and its growth. The second case of each, titled "Dividend Policy — Four Decisions," focuses on the considerations that firms have in relation to dividends. Regarding the fact that the dividend policies also have various types within the real world, this case focuses on when one type of dividends harms the financial condition of a firm, investor approval, and market outlook.

## Understanding Dividend Policy

Dividend policy refers to ratios of earnings to be distributed to shareholders and those to be used in reinvestment into the business activities. Companies generally adopt one of four dividend policies: When it comes to the type of dividends there is the stable dividend policy, constant payout ratio, residual dividend policy, and no dividend policy. All these policies have been found to have its advantages and disadvantage which affects investor activities as well as corporate initiatives.



## Case Analysis and Recommendations

From the analysis of the "Dividend Policy — Four Decisions" case it can be derived that dividend policy is not just four decisions, but rather a decision that must be made with a great attention to a firm's financial health and its shareholders' expectations about its future growth. The new targeted policy recommendation to the companies is to have a policy that fits the long-term strategic plans of the firm for dynamic stakeholder management to balance between shareholders' gains and growth investments.

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As shown by the "Dividend Policy — Four Decisions", the process of deciding about dividends is a confusing one. The knowledge of what each policy suggests and correlating it to the corporate strategy then allows informed decision making, which improves shareholder value, and allows for sustainable growth.

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