

QUESTIONS

The Vega Food Company

- 1) What are the key facts of this case? List the factors that, in your opinion, led Mari to sell her shares.**
- 2) Would you have called a family council meeting when Francisco Jr. did? Why, or why not?**
- 3) To what you attribute the improvement in Valle family-business relationships over the last couple of years?**
- 4) What major issues should Francisco and the rest of Valle family continue to address in order to ensure the survival of the business? Select one to three issues, and support your selection with the facts of the case.**
- 5) What actions should Francisco take next? What should he do to promote shareholder loyalty and the effective governance of the family-business relationship in the future?**