



**THE**  
**STOCK MARKET GAME™**

Through technology, modernization, and new product development, the Hershey Company has grown spectacularly. Today, the Hershey Company, like its counterpart the Mars Company, is a leading snack food company and the largest North American manufacturer of chocolate and non-chocolate confectionery products, as well as other related grocery products.

**Based on the reading above answer the following questions:**

Explain what you think it means that Mars is a privately held company and Hershey is a publicly held company.

---

---

---

---

If the Mars Corporation wanted to raise the money to expand its business, how could they do it?

---

---

---

---

---

How can the Hershey Corporation raise funds to expand its business?

---

---

---

---

---

Mars is an 18-billion dollar privately owned business; Hershey is only a 9 billion dollar publicly owned business. How could Hershey sell more candy and chocolate than Mars and still be the smaller of the two companies? Discuss and write your answers.

---

---

---

---

---

---

---