

MBA PRESENTATION

This is a generic business case study presentation template for business students

Agenda

2

- Problem & solution
- Executive summary
- Brief history
- Industry analysis
- Company analysis
- Alternatives
- Implementation

Problem & Solution

3

- Frame the “problem statement” as a question.
- Put your recommended solution on this slide.
- You’ll sometimes see the solution presented at the end of a presentation, but at the beginning is better. Why?
 - Putting the solution right after the problem makes you confirm that your solution actually addresses the problem at hand.
 - No surprises. If the audience knows your solution off the top, the rest of the deck should walk through how you came to that decision; it’s easier for them to follow your line of reasoning.

Executive Summary

4

The executive summary is a single slide that contains the key points from the rest of the presentation. The idea is an executive who doesn't have time to sit through your whole presentation can look at this, understand the problem, what's driving the problem, your solution and why it will work. **Do this slide last, always.**

- Problem facing your company, our proposed solution
- Market data backs up our solution (cite briefly)
- Competitors are all doing X
- This is because the industry is doing Y
- We need to catch up to X, we need to excel at Y
- If we do this, we can expect this outcome
- Here is how we do it

5

BRIEF HISTORY

Business Key Points

6

- This is a “state of current affairs” slide. It sets up how the company has been doing. The next slide (key challenge) highlights why this needs to change.
- Bullet points on this slide highlight key points about the company that are **relevant to the business challenge at hand**.
- Don't fill with irrelevant information. Remember in most MBA case scenarios, you are the consultant, and you're presenting to the board. You don't need to tell the board what they know about their business.

Key Challenge

7

- This slide should show a major challenge the company is facing.
- Use a chart to show the key challenge, which could be many things. Examples:
 - ▣ That they're underperforming compared to competitors
 - ▣ They're losing market share
 - ▣ Industry is consolidating
 - ▣ The market has changed because of X
- There are many things which could be a key challenge. Pick the main one, then communicate the challenge succinctly.

8

INDUSTRY ANALYSIS

This Section

9

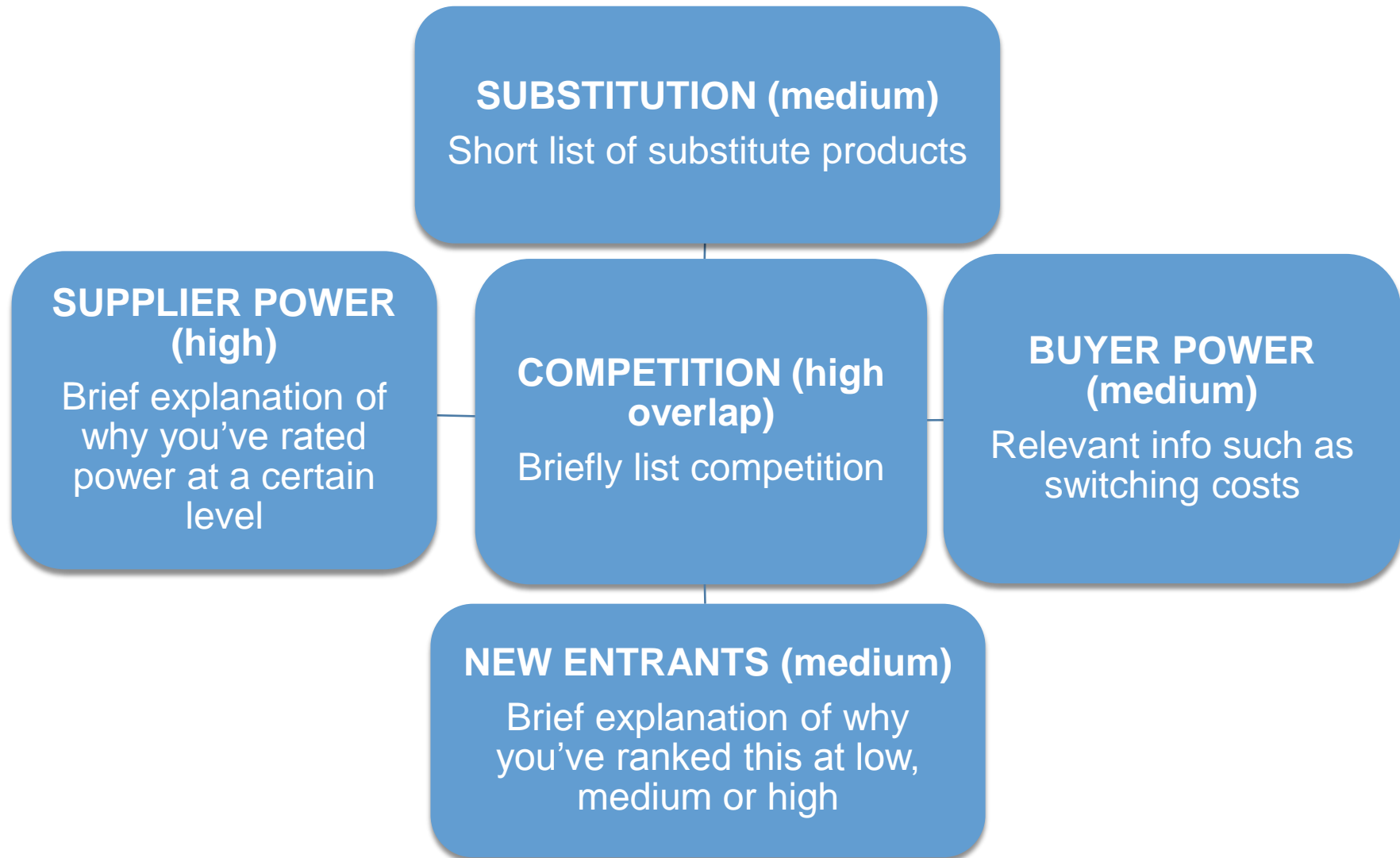
The industry analysis section should highlight trends in the industry that:

- ▣ Put pressure on the company in question
 - ▣ Have created the challenge you're solving
 - ▣ Are disrupting or sustaining the industry
- Use standard industry analysis frameworks (PEST, strategy canvas, Porter's five forces and generic strategies, etc.) whichever are relevant to your case.
- Use also charts, graphs and quotes
- Examples on the next two slides can be used, or other frameworks, as needed for your specific case.
- Delete this slide for your actual work 😊

Macro-Environmental Analysis

Porter's five forces

10



Financial Performance

11

- A simple-to-read slide (or two) with how the company is performing against its competitors (remember this is the industry section)
- Use industry benchmarks
- Can get information from company reports or Reuters, Google Finance, etc.
- Don't overwhelm them with numbers— only put numbers in that you'll speak about and that matter to the challenge
- Use graphs and charts to bring order and increase readability

12

COMPANY ANALYSIS

This Section

13

The company analysis section should show where the company is setup to meet the challenge and where they're not.

- Use standard industry analysis frameworks that apply to your situation (SWOT, product life cycle, value chain, resources and capabilities, financial ratios, Ansoff Matrix, etc.)
- Use also charts, graphs and quotes
- I've included some examples on the next few slides of frameworks you could use, but there are many many more. Use what makes sense for the case you're doing.
- Again, delete this slide for your actual work

Key Success Factors

14

This is a simple framework from the book Contemporary Strategy Analysis by Robert M. Grant. You don't need to use it, but it's one way to show key success factors in the problem you're solving.

The data in the cells are example only to illustrate how the framework can be used. Replace the information for your own case.

CUSTOMERS WANT	COMPETITION PROVIDES	KEY SUCCESS FACTORS
Feature	How other competitors are fulfilling feature	What needs to be place for that feature to happen
Smartphones at reasonable prices	Partner with carriers to offset handset costs	Carrier deals in multiple markets
Products that are easy to use	Good Interface / touchscreen technology	User testing, UX professionals, prototyping

SWOT

15

	Favourable	Unfavourable
Internal	Strengths <ul style="list-style-type: none">• Internal company strength	Weaknesses <ul style="list-style-type: none">• An internal company weakness
External	Opportunities <ul style="list-style-type: none">• An industry opportunity that the company can take advantage of	Threats <ul style="list-style-type: none">• An industry trend that the company can't take advantage of• An industry trend that could threaten the company

16

ALTERNATIVES (OPTIONS)

This section

17

The alternatives section should demonstrate you did your homework. You looked at three (always three!) possible solutions and you picked the best one.

Alternatives should follow the mutually exclusive and collectively exhaustive (MECE) principle.

Always list the solution that you came up with third, as it will then be top of mind when you present your implementation plan.

Key Issues / Decision Criteria

18

- Recap the key challenge
- List additional key issues that fall under this challenge
- The key issues become your decision criteria (otherwise you're not solving the issues)

Option #1: Name of option

19

A brief description of what this option is.

Pros

- Key issue this option solves

Cons

- What key issues it doesn't solve
- What gaps the company has in its ability to execute on this option

Option #2: Name of option

20

A brief description of what this option is.

Pros

- Key issue this option solves
- Another key issue it solves

Cons

- What key issues it doesn't solve
- What gaps the company has in its ability to execute on this option

Option #3: Name of option

21

A brief description of what this option is. This option will be the same as the solution you presented at the beginning of your presentation

Pros

- Key issue this option solves
- As this is option #3, it should be your recommendation. It should also have more pros than cons. If it doesn't, maybe you've picked the wrong solution.

Cons

- What key issues it doesn't solve
- What gaps the company has in its ability to execute on this option

Key Issues and Related Solutions

22

A chart with checkmarks shows at-a-glance which option best solves the key issues / decision criteria.

	Key issue /decision criteria #1	Key issue /decision criteria #2	Key issue /decision criteria #3	Key issue /decision criteria #4	Timing in Market Entry Key issue /decision criteria #5
Option #1: title	✓	✓			
Option #2: title	✓	✓			✓
Option #3: title	✓	✓	✓	✓	✓

Recommendation

23

- Option #3, addressed most of the key issues and solves the problem of X.

24

IMPLEMENTATION

This section

25

The implementation section should cover:

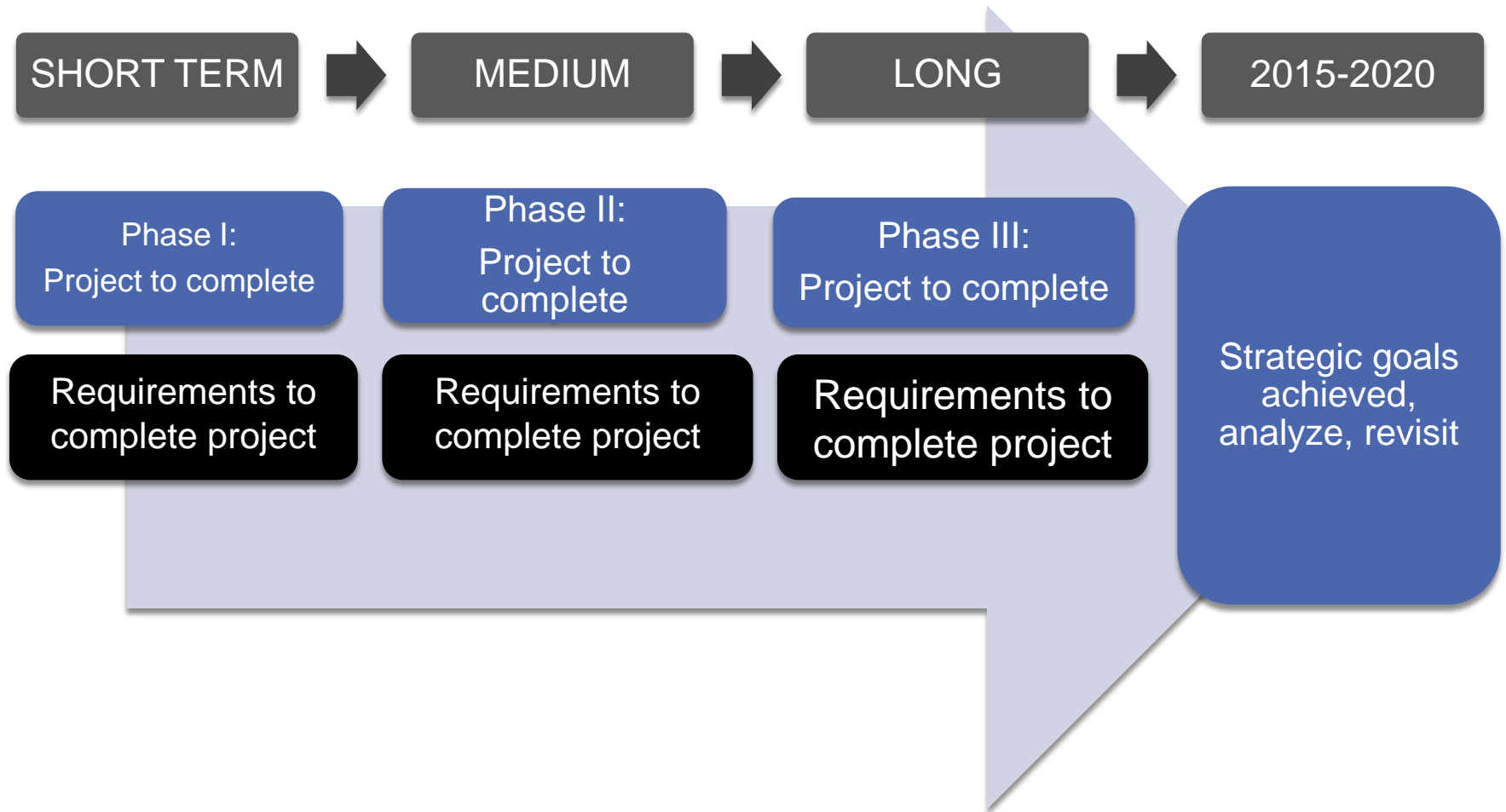
- Risks to your plan and also plans to mitigate those risks
- High level timeline to implement the plan
- A communications priority plan. I use a matrix, but you don't need to. So long as you show which groups you're going to keep informed of your plan and how much effort it will take.
- Delete this slide in your actual presentation

Risks & Mitigation

26

- List the challenges that would prevent the company from successfully executing your proposed solution
- List risk mitigation strategies for **every** challenge.
- Don't skip obvious risks if you don't have a way to mitigate the risk, it'll make it seem like you missed the obvious. Think of a way you could mitigate every risk, even if that means the mitigation plan is further research and study to understand how to overcome it.
- Don't list superfluous risks— just ones that matter.

Implementation Timeline



Communication Plan

28

POWER	High	Keep satisfied: <ul style="list-style-type: none">• Partners and suppliers• Government and regulators	Engage closely, influence actively: <ul style="list-style-type: none">• Customers• Owners• Employees• Investors and creditors
	Low	Monitor (minimal effort): <ul style="list-style-type: none">• NGOs• Professional associations• Media	Keep informed: <ul style="list-style-type: none">• Companies being analyzed• Standards bodies (GRI, CDP, ISO 26000)• Competitors
		Low	High
		INTEREST	

Recap

Use this slide to quickly recap your solution— don't go over the problem again. Highlighting the positive outcomes is good as you just talked about risks, so reinforcing why your solution is the best one is a good tactic at this point.

End your presentation with a thank you slide. Leave it up while you answer questions. You want this slide to be plain so the attention is on you for question period and not the presentation.

The frameworks in this template belong to their respective owners, none were created by this document owner. Frameworks are derived from various pieces of business literature.

A good quick reference for lots of business frameworks can be found at quickmba.com

This template was created by @guin

Do feel free to take it and repurpose it for your own b-school case study.

THANK YOU

Questions?