

Consulting Framework Cheat Sheet

Quick "when to use" + key components + the question to ask. Keep it MECE and tailor to the case.

Core Business Analysis

Profitability Framework

Use when: When profit moves and you need the driver.

- Revenue = Price x Quantity
- Cost = Fixed + Variable
- Segment by product / channel / region / customer

Key question: Where is profit leaking: price, volume, mix, or costs?

Business Situation Framework

Use when: When the problem statement is broad or unclear.

- Customer
- Company
- Product
- Competition

Key question: What changed across the 4 areas, and what matters most?

3Cs Framework

Use when: When market share or positioning is the issue.

- Company (capabilities)
- Customers (segments / needs)
- Competitors (moves / advantages)

Key question: Which C is breaking: weaker offer, shifting needs, or stronger rivals?

Value Chain Analysis

Use when: When unit costs rise or ops efficiency is unclear.

- Inbound Logistics
- Operations
- Outbound Logistics
- Marketing & Sales
- Service

Key question: Which step drives the cost / time / quality delta?

SWOT Analysis

Use when: When you need a fast internal/external scan.

- Strengths
- Weaknesses
- Opportunities
- Threats

Key question: Which factors are controllable vs external, and what is actionable now?

Market & Competitive Strategy

Porter's Five Forces

Use when: When testing industry attractiveness and profit pool.

- New Entrants
- Suppliers
- Buyers
- Substitutes
- Rivalry

Key question: Which force compresses margins, and can it be mitigated?

Market Entry Framework

Use when: When deciding whether/how to enter a market.

- Market attractiveness
- Competitive landscape
- Customer segments
- Entry mode: build/buy/partner
- Barriers to entry

Key question: Is it attractive and winnable, and what entry path fits our strengths?

Competitive Response Framework

Use when: When a competitor move threatens share or pricing.

- Threat details
- Our capabilities
- Customer impact
- Response options

Key question: Who is impacted, how big is it, and what response is sustainable?

Growth Strategy

Use when: When asked for credible growth levers.

- Market penetration
- Market development
- Product development
- Diversification

Key question: What is the fastest path to growth that fits capabilities and economics?

Product & Marketing

4Ps (Marketing Mix)

Use when: When improving go-to-market levers.

- Product
- Price
- Place
- Promotion

Key question: Which P is underperforming for the target segment?

Product Launch Framework**Use when:** When planning a launch end-to-end.

- Target market
- Go-to-market
- Pricing
- Distribution
- Marketing campaign

Key question: Who first, why us, and how do we acquire at scale?**Pricing Strategy****Use when:** When setting or fixing price and packaging.

- Cost-based
- Value-based
- Competition-based
- Willingness to pay

Key question: What is the value delivered and what will customers pay for it?**Customer Segmentation****Use when:** When different groups have different needs/WTP.

- Demographics
- Needs
- Behaviors
- Value to business

Key question: Which segments drive profit, and how should we tailor the offer?**M&A; / Capacity / Org Design****M&A; Fit Framework****Use when:** When evaluating an acquisition or merger.

- Customer overlap
- Product synergies
- Channel synergies
- Cost reductions
- Cultural fit

Key question: Where is the value, and what assumptions are most fragile?**Capacity Expansion Framework****Use when:** When deciding expand vs outsource vs optimize.

- Demand
- Utilization
- Cost of expansion
- Break-even
- Alternatives

Key question: What capacity is needed under uncertainty, and what option wins on risk-adjusted economics?**Organizational Strategy****Use when:** When execution fails due to alignment/structure.

- Org design
- Incentives
- Culture
- Decision-making
- Strategy alignment

Key question: What blocks execution: roles, incentives, decisions, or culture?**Outsourcing Decision Tree****Use when:** When choosing in-house vs outsource a function.

- Core vs non-core
- Cost comparison
- Quality risk
- Control needs
- Flexibility

Key question: Is this strategic, and do savings outweigh control/quality trade-offs?