

Commonly Used Frameworks (1/7)

SWOT Framework

STRENGTHS

- Positive tangible and intangible attributes providing competitive edge to an organization over its competitors
- Answers questions:
 - What aspects of people, products, processes sets you apart?
 - What is your USP and value proposition?
- Example: Proprietary systems, employees, brand image

OPPORTUNITIES

- Factors representing why an organization exists, which can provide it a competitive advantage
- These factors need to be identified w.r.t. a given Time Frame
- Answers questions:
 - What trends, changes could strengthen the brand, markets?
- Example: Reduced Tariffs, Tech Advancements

WEAKNESSES

- Factors that detract and organization from achieving its desired goals, that need further improvement
- Answers questions:
 - What are the vulnerabilities & what changes are needed?
 - What is obstructing progress and needs to be eliminated?
- Example: Weak brand, inadequate supply chain, lack of Cap.

THREATS

- Factors that have the potential to harm the organization, and put its goals and mission at a risk
- Answers questions:
 - What external risks could impact performance?
 - What market shifts could disrupt the firm?
- Example: Rising cost of production, increasing competition, tight labor supply

PESTEL Analysis



Political

Extent to which governments and its policies affect an organization and the industry like fiscal policy, trade policies, tax policies, labor laws, corruptions etc.



Economic

Factors affecting the economy of the country directly like interest rates, exchange rates, disposable income, unemployment rate and other micro and macro economic factors



Social

Factors affecting the social environment and any growing trends like population growth, demographics, age distribution, health standards, career attitudes, employment, etc.



Technological

Factors affecting rate of technological improvements that affect a market such as digital tech, R&D, adoption rates, trends and awareness, new ways of production & distribution



Environmental

Factors which influence the surrounding environment such as carbon footprint, sustainable business practices, availability of natural sources of raw material, CSR initiatives, ethics, etc.

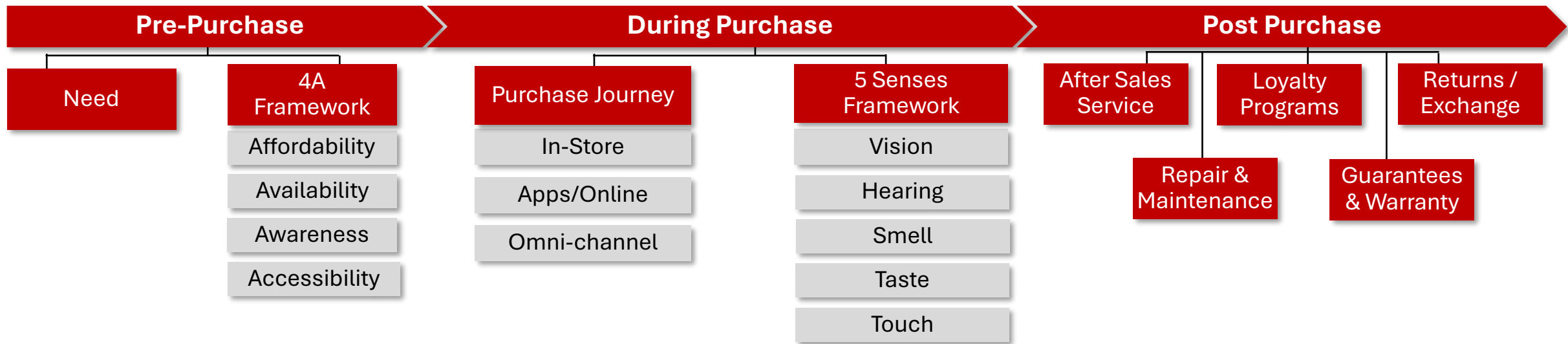


Legal

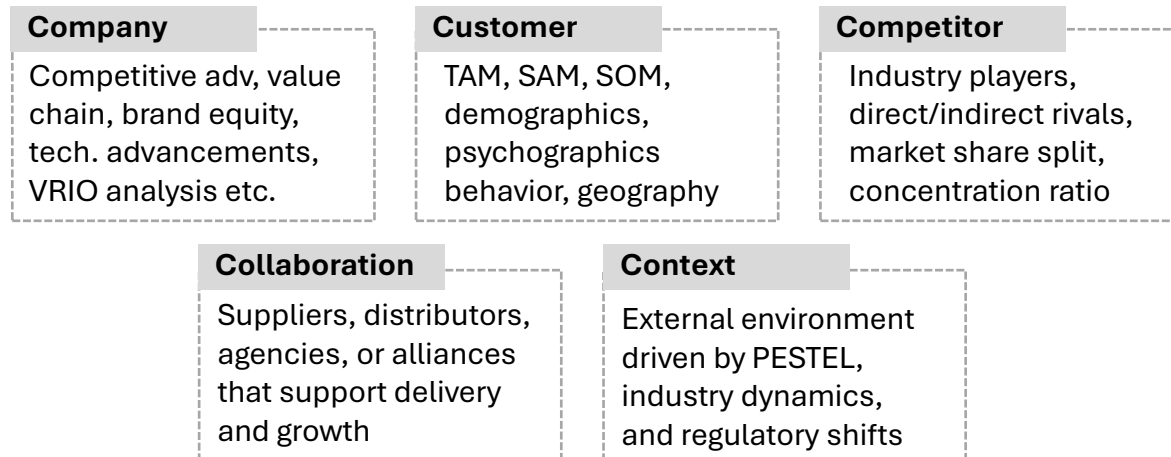
Considers the legal factors of the industry in which organization operates Laws pertaining to health, safety, advertising standards, product labelling, IP, Licenses, permits, industrial regulations

Commonly Used Frameworks (2/7)

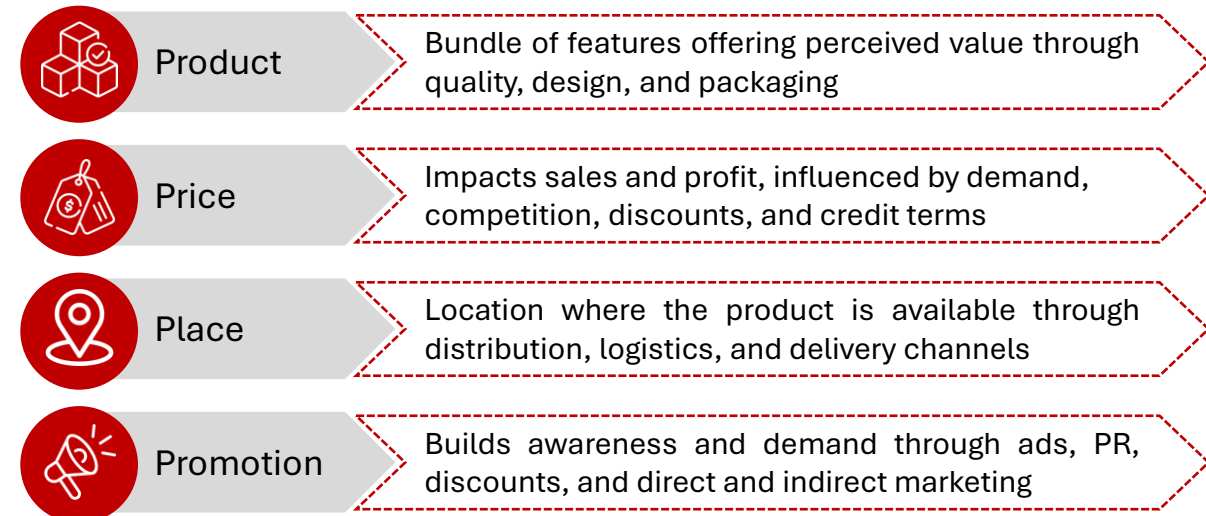
Customer Journey Map



5C's of Marketing

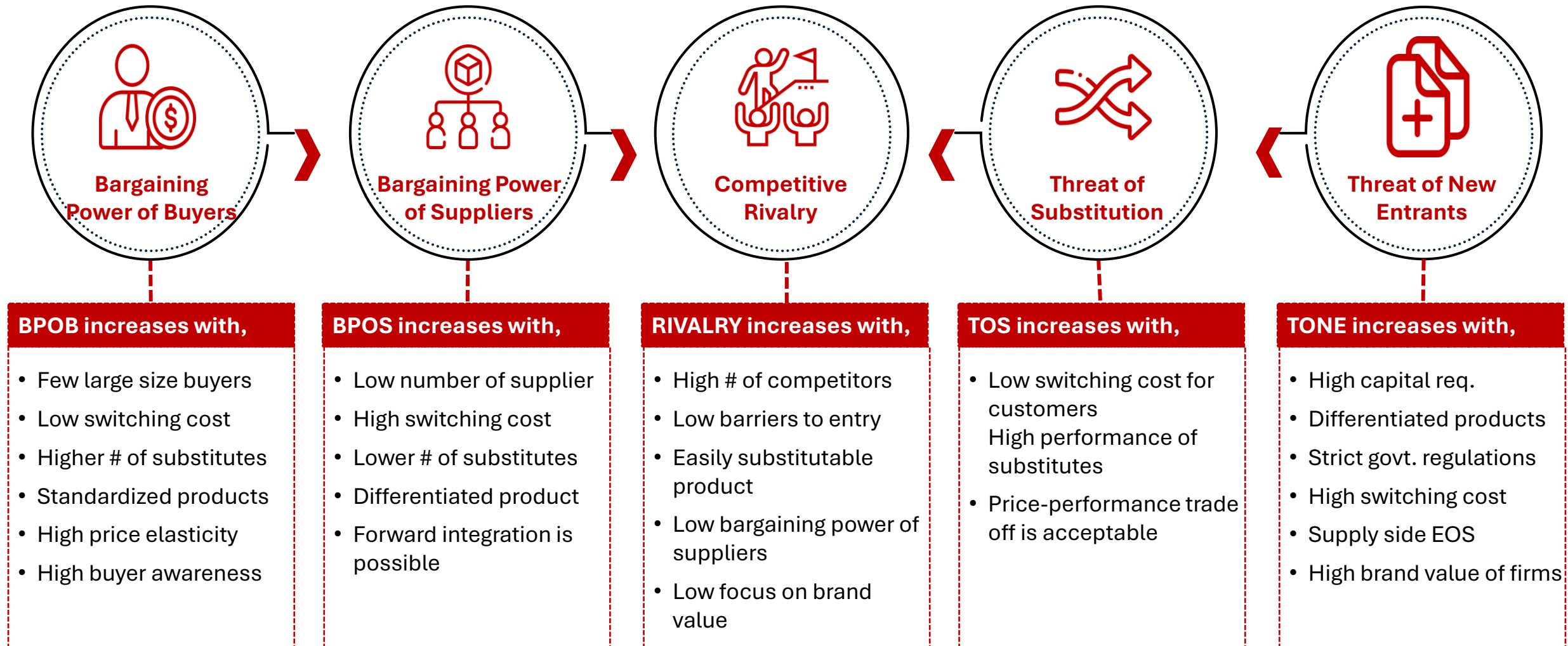


4P's of Marketing



Commonly Used Frameworks (3/7)

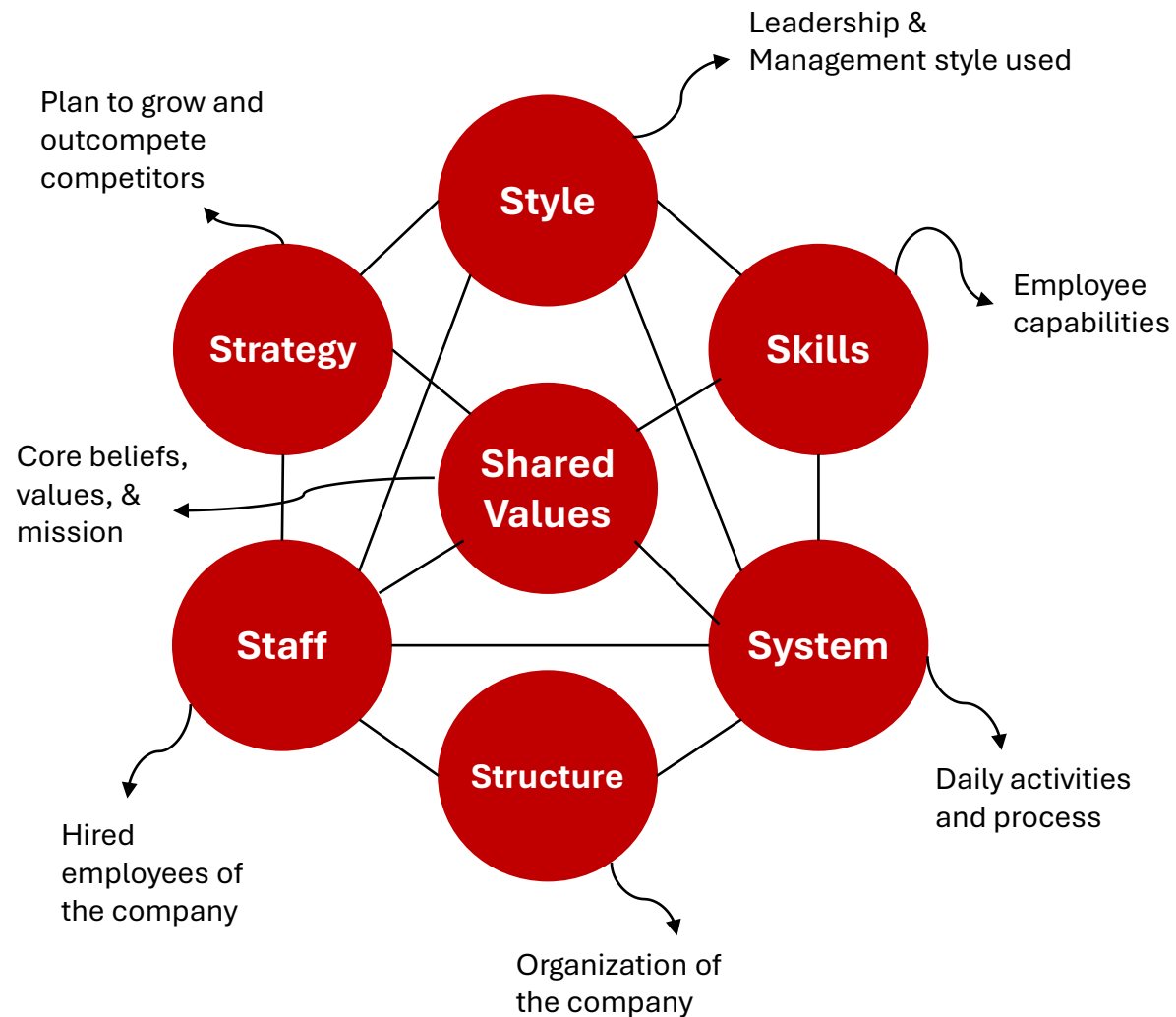
Porter's Industry 5 Forces



Commonly Used Frameworks (4/7)

7S Framework

Used to analyze and improve organizational effectiveness



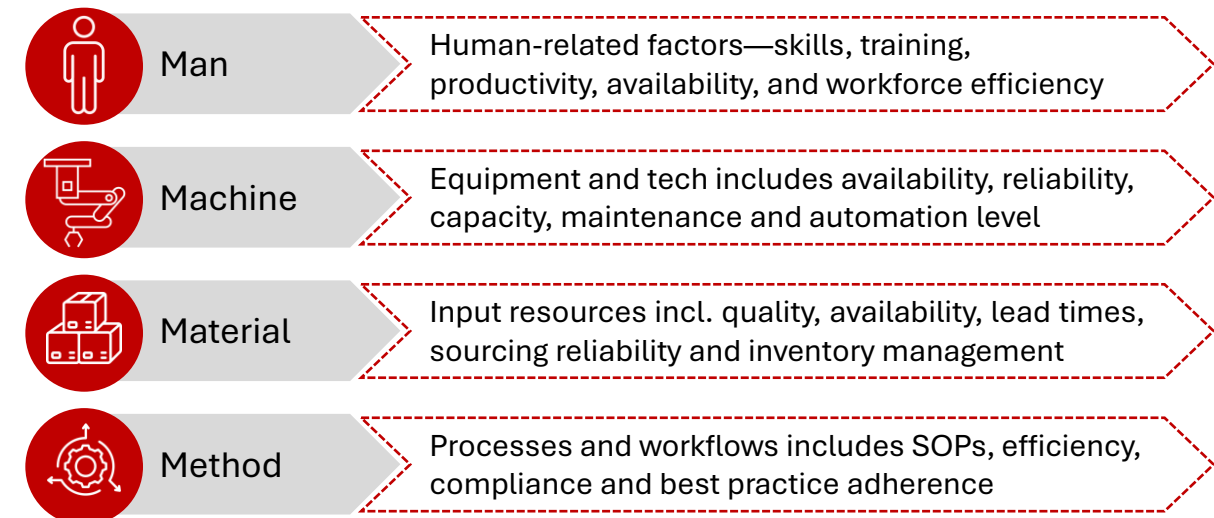
AMO Framework

Used to assess employee productivity due to HR practices

Ability	Motivation	Opportunity
Selective recruitment, hire able & qualified employees, training and development	Compensation, work life balance, performance-based incentives, clarity of goals, conflict mgt.	Career planning, high performing work culture, recognition, fair appraisal

4M Framework



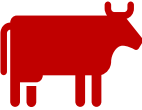

Establish cause-effect relationship and root cause of process variation



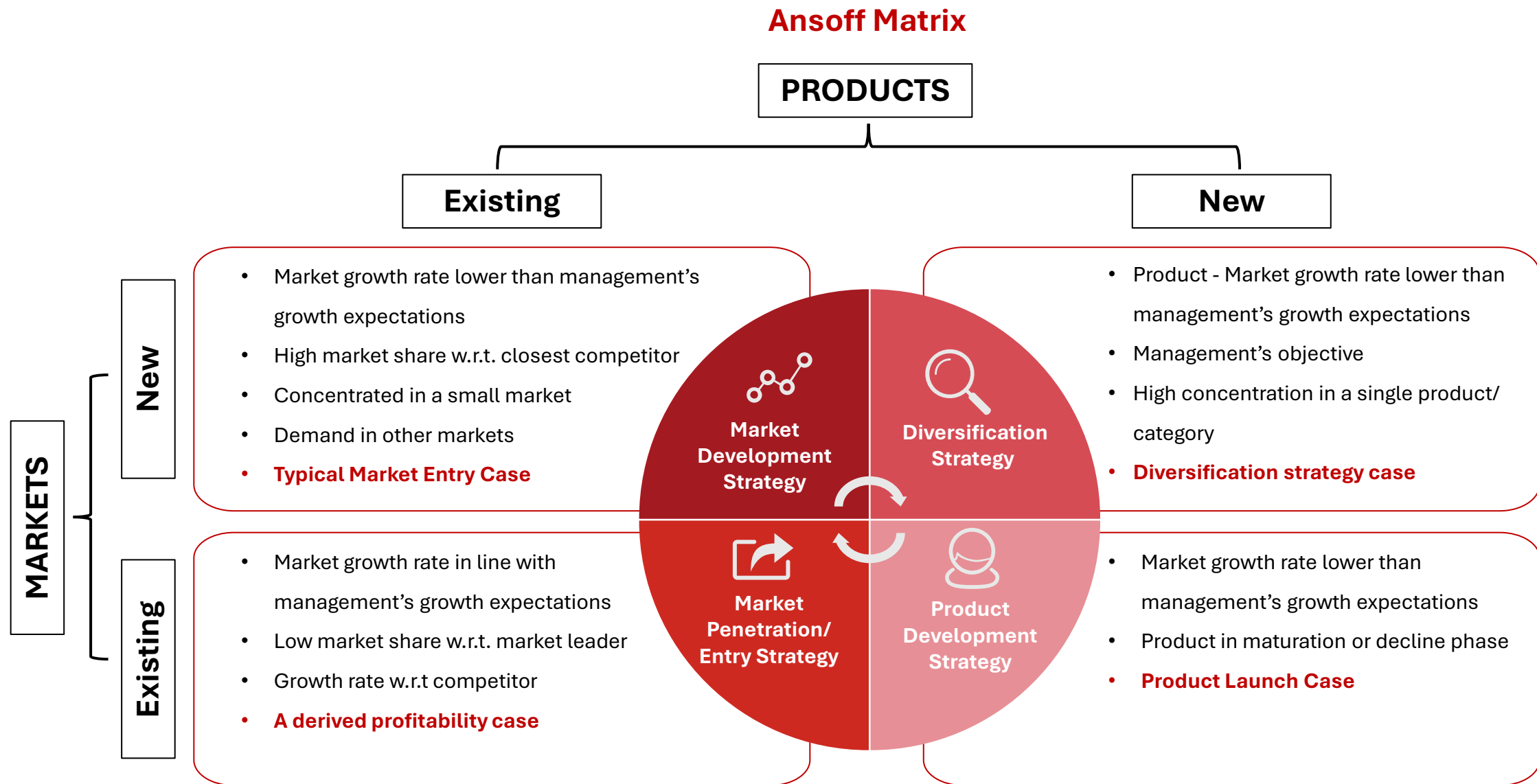
Commonly Used Frameworks (5/7)

BCG Growth Share Matrix

BCG matrix can be used as a portfolio management tool to decide among different business opportunities, depending on their profitability

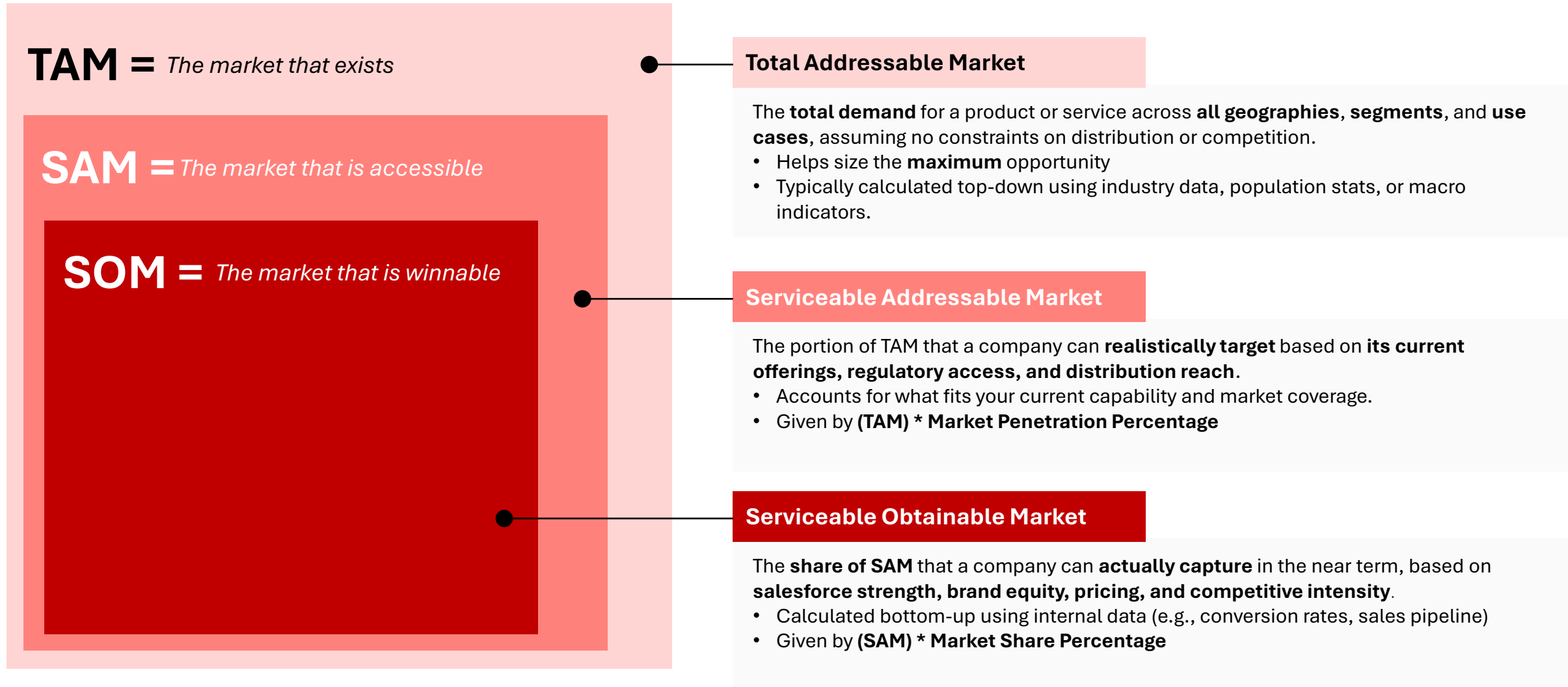
	High Market Share	Low Market Share
High Growth Rate	<p>STAR </p> <ul style="list-style-type: none"> Growth stage of product lifecycle, significant market share High future potential, make significant investment High profits, high costs, high competition These can be turned into Cash Cows 	<p>QUESTION MARK </p> <ul style="list-style-type: none"> New business venture, low market share, high growth rate Continued growth can help them become Star, and reduced growth can lead to Dog Invest/discard based on their chances of becoming a Star
Low Growth Rate	<p>CASH COW </p> <ul style="list-style-type: none"> Mature state of product lifecycle, low growth rate Huge market share, businesses should take maximum profit by delivering the product, to reinvest Included under Dog category, once product in decline phase 	<p>DOG </p> <ul style="list-style-type: none"> Low market share, and are growing at a very low rate Products in declining phase, generating little to no profits These must be liquidated, repositioned, or divested, the resources used for these products must be reallocated

Commonly Used Frameworks (6/7)



Commonly Used Frameworks (7/7)

Addressable & Obtainable Markets





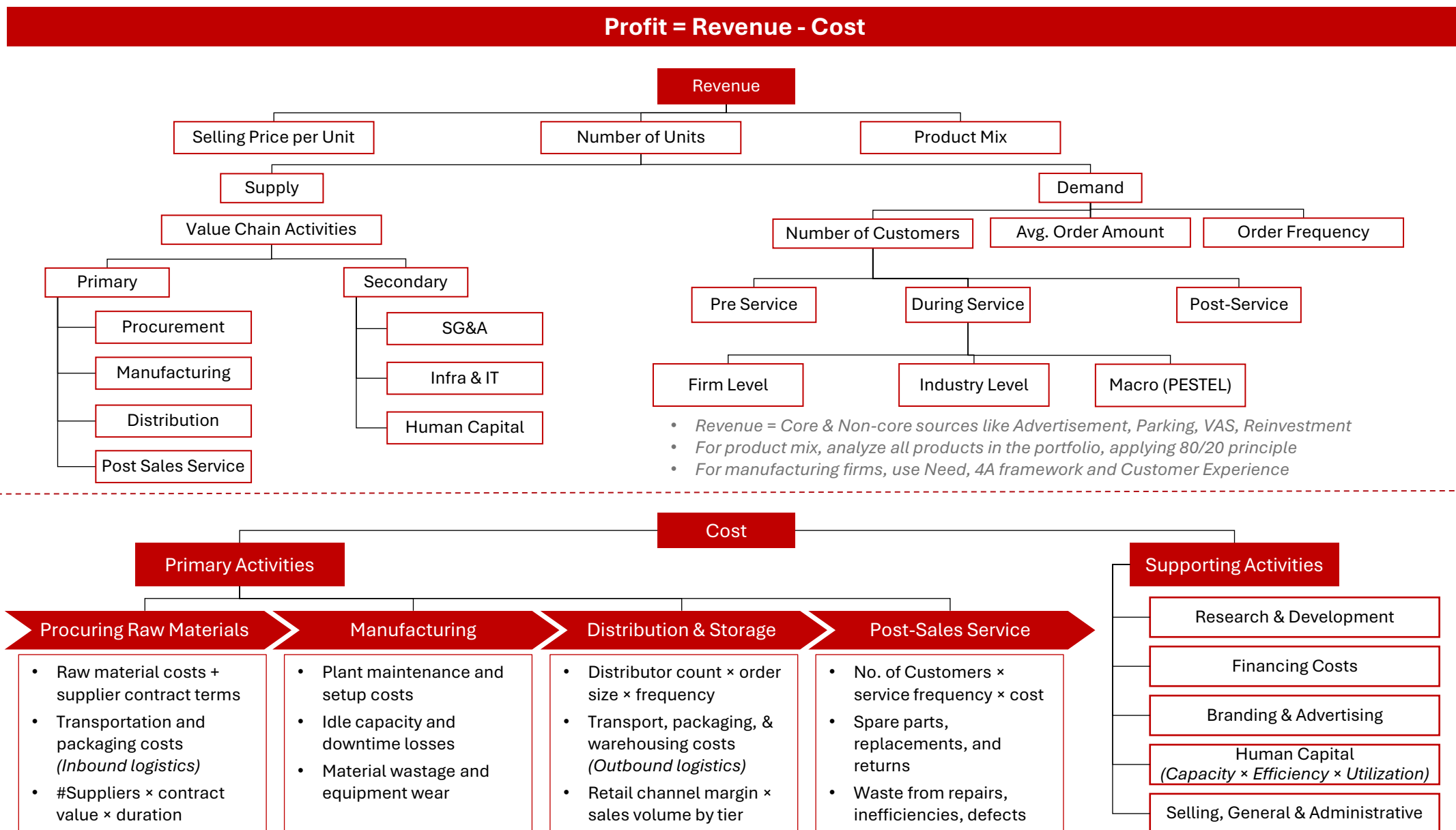
Case Specific Frameworks



Profitability Framework

Preliminary Questions

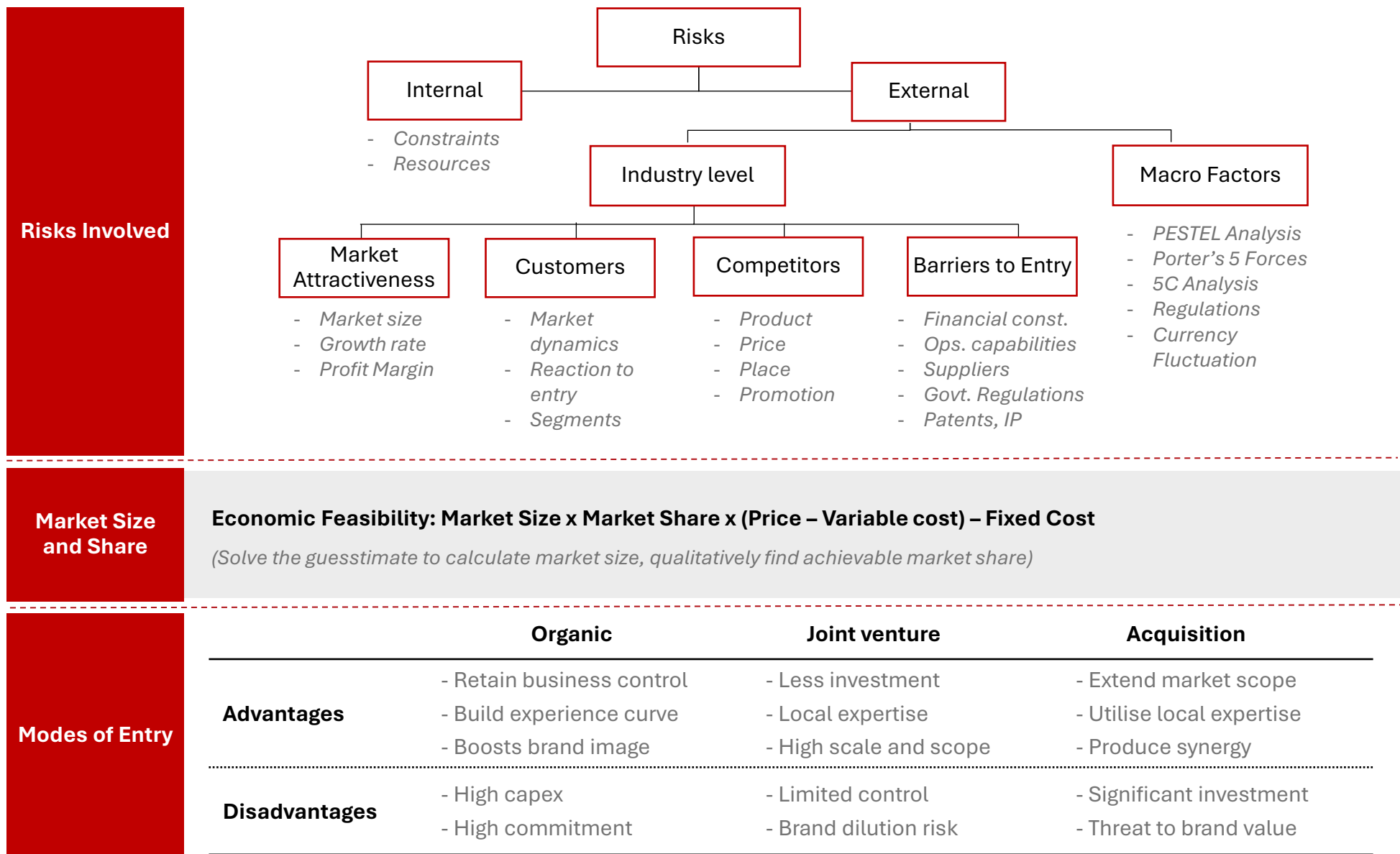
- Clarify objective, quantum of change in profit and timeline
- Geography - Location of the firm, its branches
- Business Model – Where does the firm lie in the value chain? What are its revenue streams and distribution channels?
- Who are the key customer segments, and how do they differ?
- What is the product mix? Any new differentiation/ change in products?
- What is the competitive landscape?
- How does pricing and volume of sales vary? Are there seasonal patterns in sales volume or pricing?



Market Entry Framework

Preliminary Questions

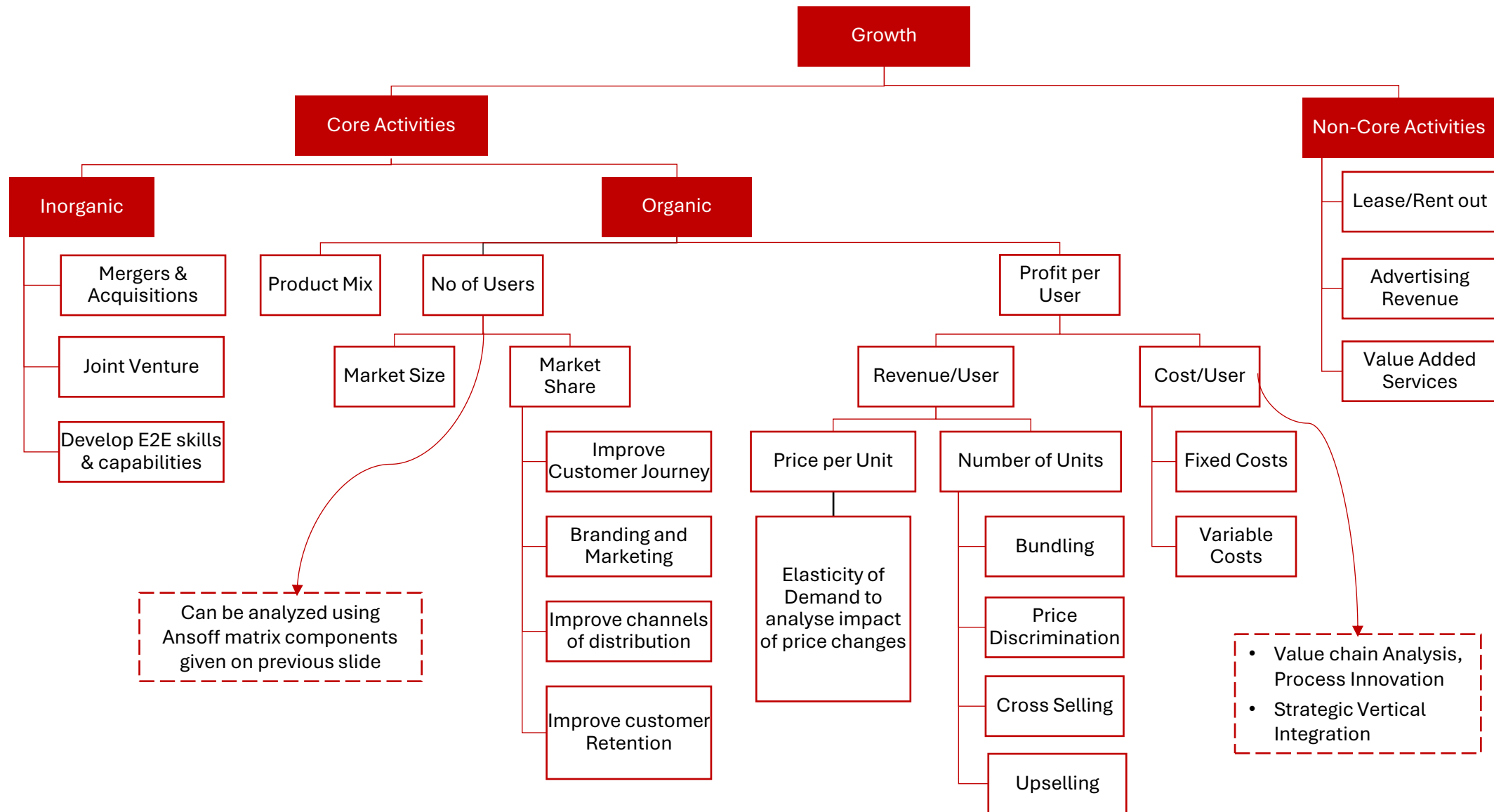
- Clarify objective, growth quantum and targeted timeline
- Geography : Why are we looking into this geography? Have they launched this product in another market?
- Business Model : Where does the firm lie in the value chain?
- Who are the target customers? Market size and price sensitivity
- What are the existing products / services, capabilities of the firm? Any differentiating / new features in products?
- Pricing - given or required, ask for targeted margin?
- What is the competitive landscape?



Growth Strategy Framework

Preliminary Questions

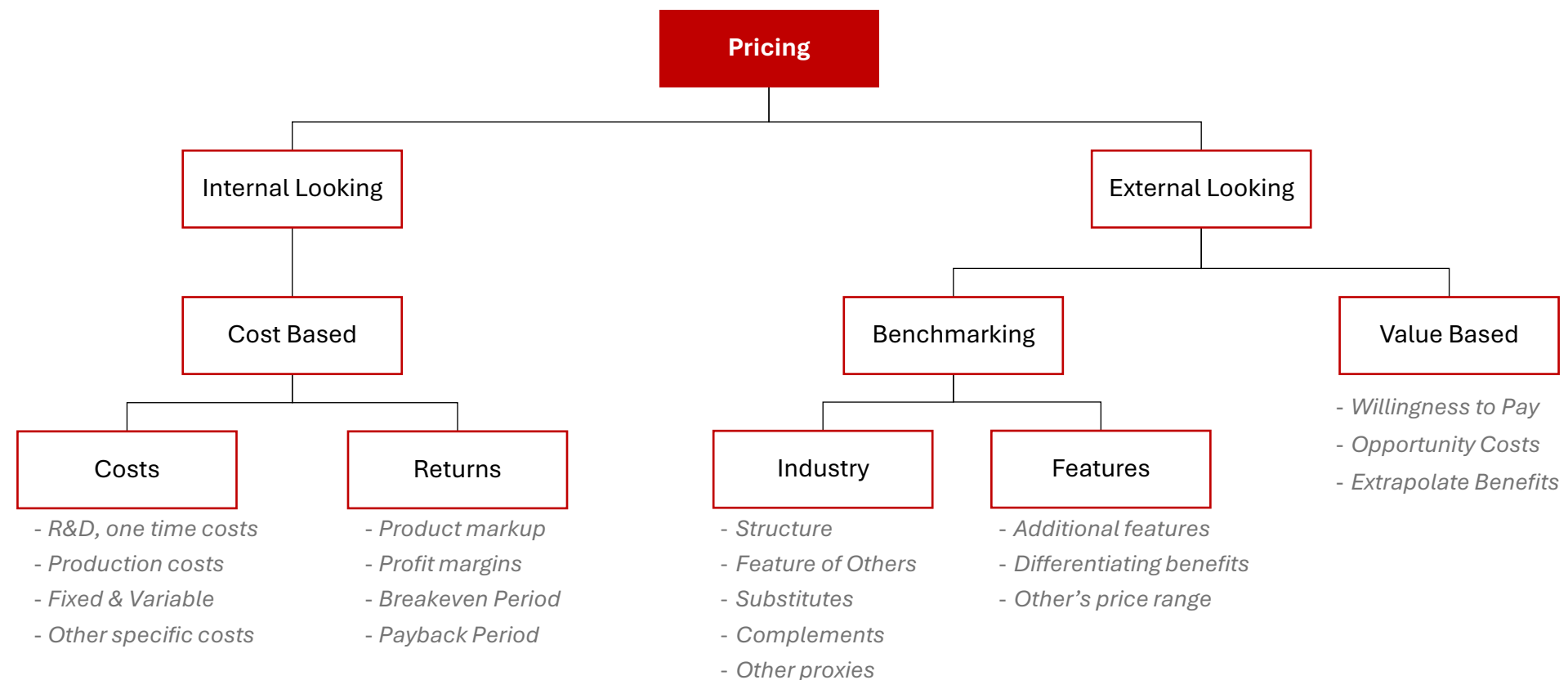
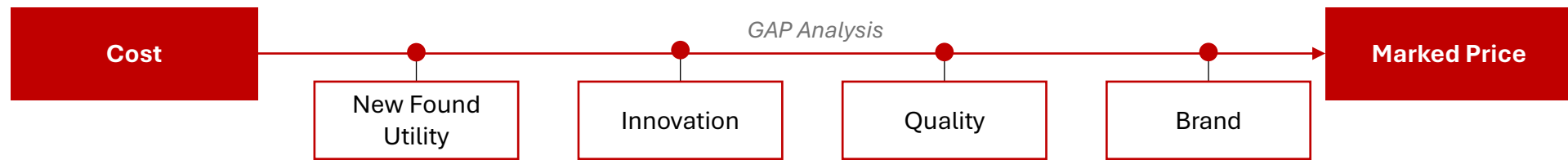
- Clarify objective, growth quantum and targeted timeline
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- Business Model : Where does the firm lie in the value chain?
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- Pricing - given or required, ask for targeted margin?
- What is the competitive landscape?



Pricing Framework

Preliminary Questions

- What is the primary pricing objective - profit maximization, market penetration, or brand positioning?
- Are we pricing a new product or revisiting the price of an existing offering?
- What is the minimum acceptable margin or breakeven condition?
- Who are the target customers and their willingness to pay?
- What value do we offer over substitutes or existing options?
- How does the competitor pricing landscape look - industry norms, price anchors & outliers?
- Are there any regulatory or channel-specific constraints on pricing?



M&A and PE Framework

Preliminary Questions

- What is the investment objective total/partial exit, TAT or scale-up?
- What is the investment horizon short-term, long-term, or staged funding?
- What is the firm's unique value proposition compared to existing players?
- What is the size and growth rate of the target market?
- What are the core capabilities and financial health of the business?
- What is the current equity structure and founder's stake?
- Are there any regulatory, macro economic, or execution risks to be accounted for?

Factors to be evaluated for the time-period of investment	Financial Feasibility		Synergies and Business Model		Exit Options and Risks	
	Financial Factors	Acquired Firm's Factors	Synergies	Business Model	Exit Options	Risks
	Market Size (Guesstimate)	Unique Value Proposition	Demand-side Synergies	Company's Evaluation	Total Exit	P E S T L E
	Growth Rate	Competitors	Supply-side Synergies	Operations	Partial Exit	
	Profitability	Current Equity Structure	Efficiency Synergies	Financials	IPO	
Use information from above parameters to calculate Free Cash Flows (FCFs) to estimate the valuation of the company being acquired						

