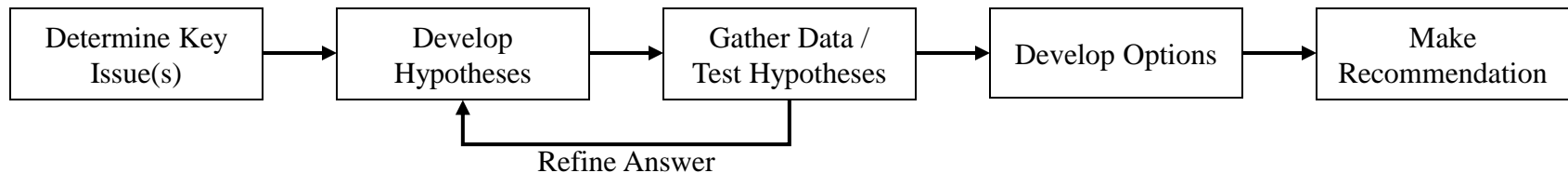


Case Interview Frameworks

Overview



- As the interviewer describes the situation, think about what are the **key issues** facing general management
- **Develop hypotheses**
- Decide what **data** you need to better understand the issues
- **Listen** to the facts
- Evaluate **which facts are critical** to the key issues
- **Probe** for more detail in critical areas
- Use **facts and numbers** appropriate in building argument
- Summarize **options** before making recommendation
- State **pros and cons** - be fact driven
- Make your recommendation

Case Interview Frameworks

Using Frameworks

- ✚ There is no golden rule, more than one framework may be applicable
- ✚ Use an *appropriate* framework
- ✚ *Do not force* a framework
- ✚ Be *hypotheses* driven
- ✚ Be prepared to *revise* your hypotheses
- ✚ Mutually Exclusive and Collectively Exhaustive (*MECE*)
- ✚ *Listen for clues* from the interviewer
- ✚ *Accept direction* from the interviewer
- ✚ Display your thinking *visually / graphically*
- ✚ Be *transparent* in your analysis
- ✚ Leave time to *summarize* and make *recommendations*

Case Interview Frameworks

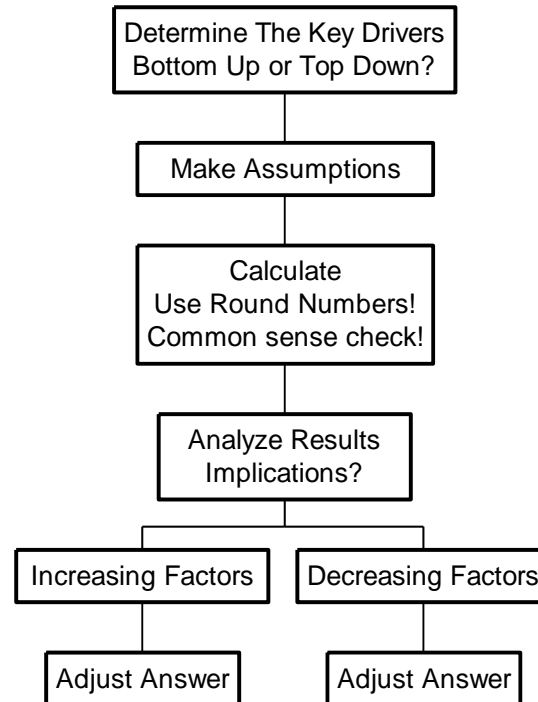
Some General Frameworks

- The Three C's
- The Four P's
- Porter's Five Forces (+govt.)
- Supply & Demand
- The Profit Equation
- Internal - External
- NPV Analysis

Don't be afraid to create your own framework, as long as it is *logical*, *appropriate* and *transparent* to the interviewer.

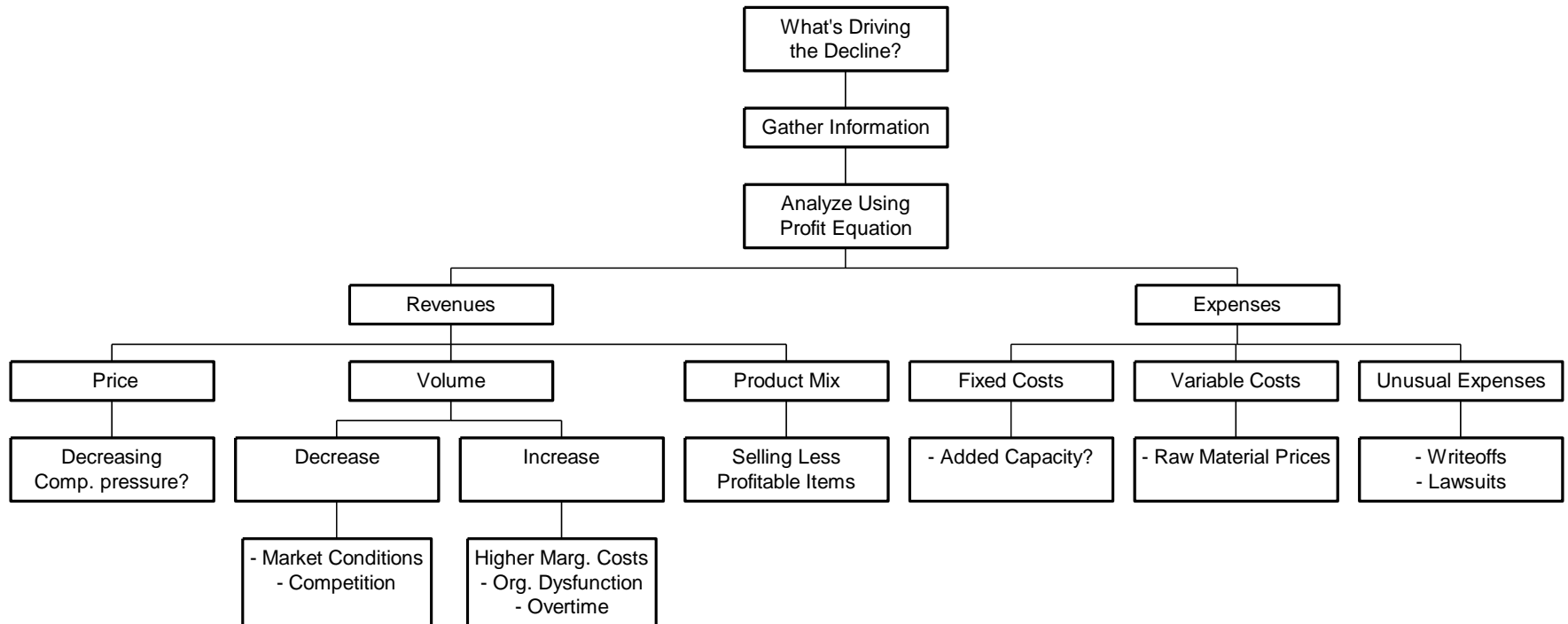
Case Interview Frameworks

Market Sizing



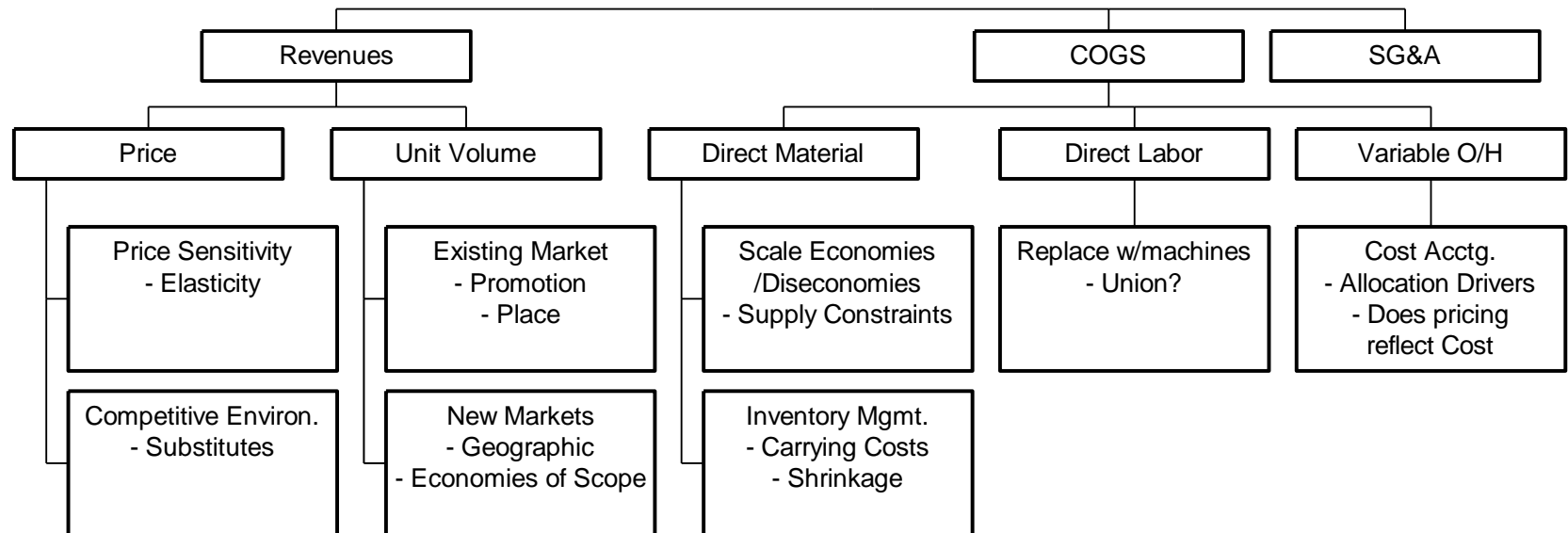
Case Interview Frameworks

Declining Profits



Case Interview Frameworks

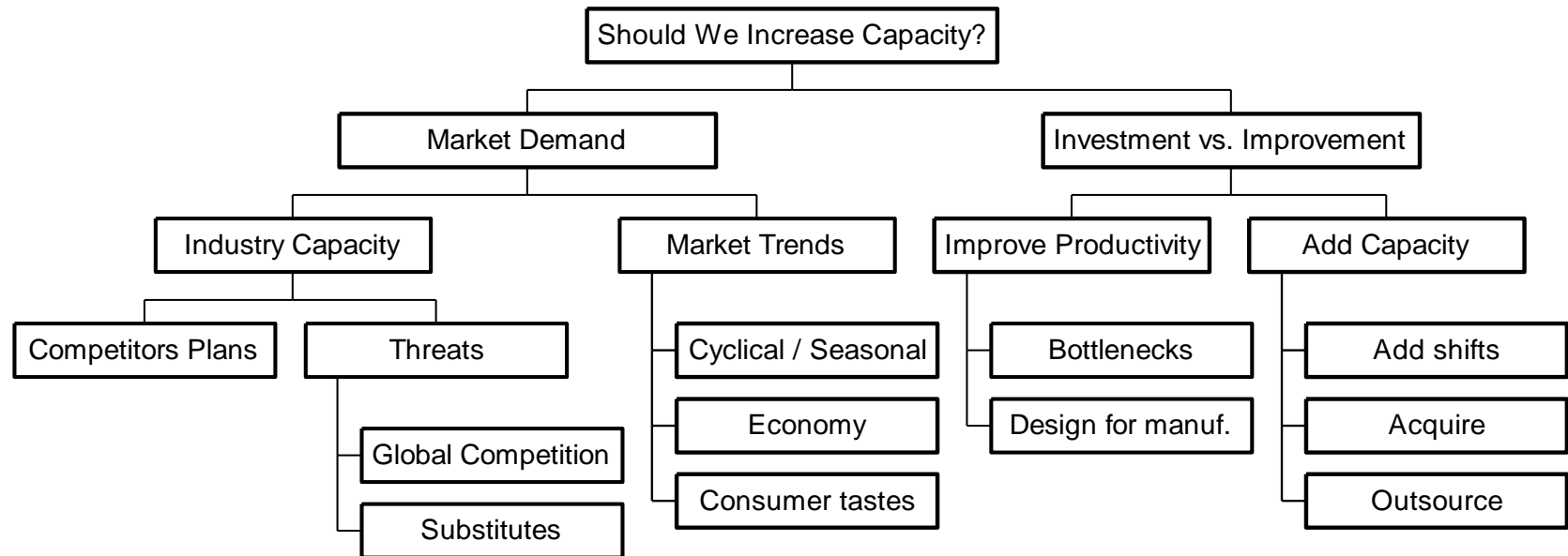
Increase Profitability



Can we explore economies of scope with entry into adjacent industry?

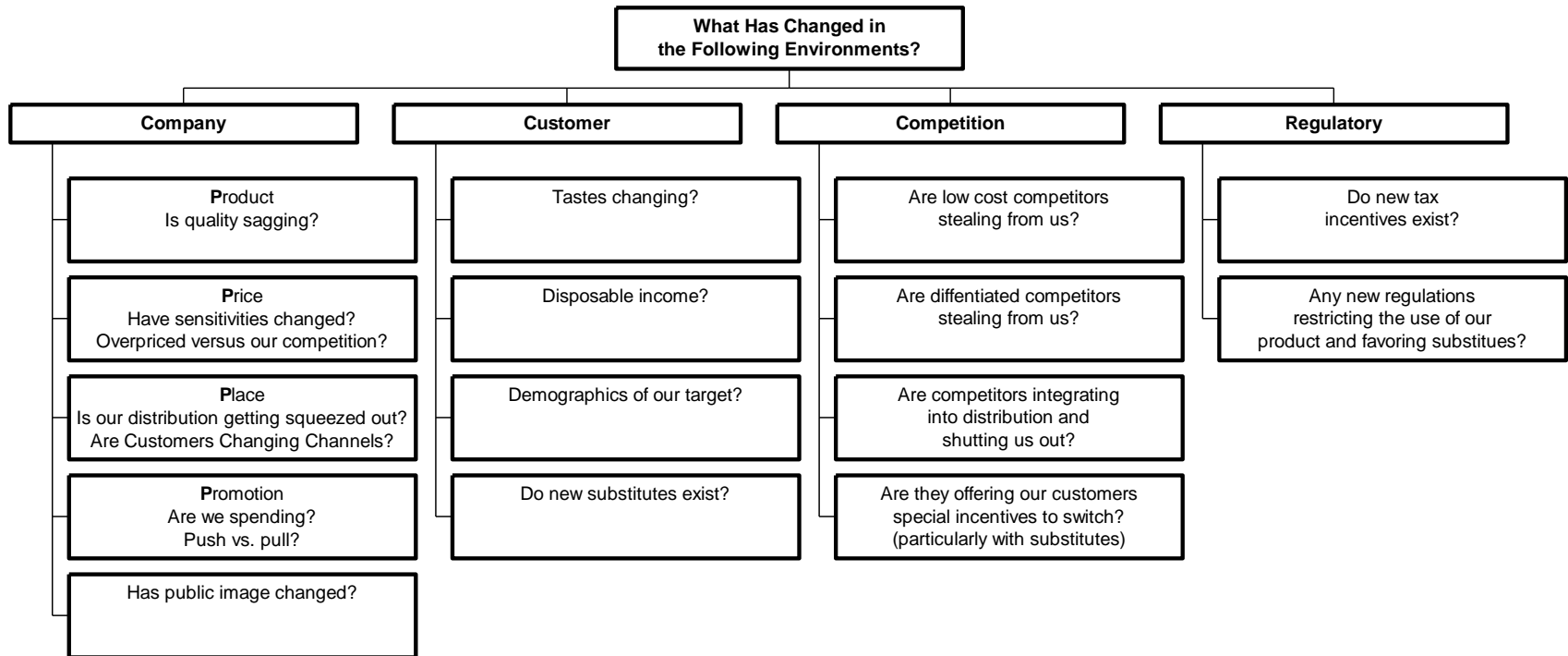
Case Interview Frameworks

Increase Capacity?



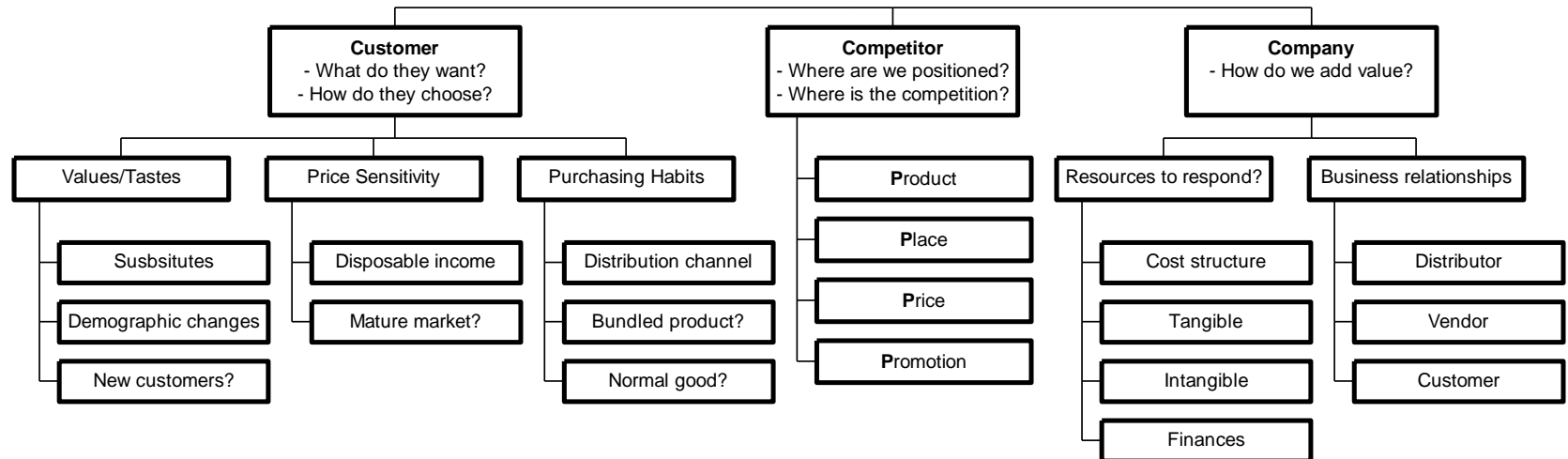
Case Interview Frameworks

Customer Turnover



Case Interview Frameworks

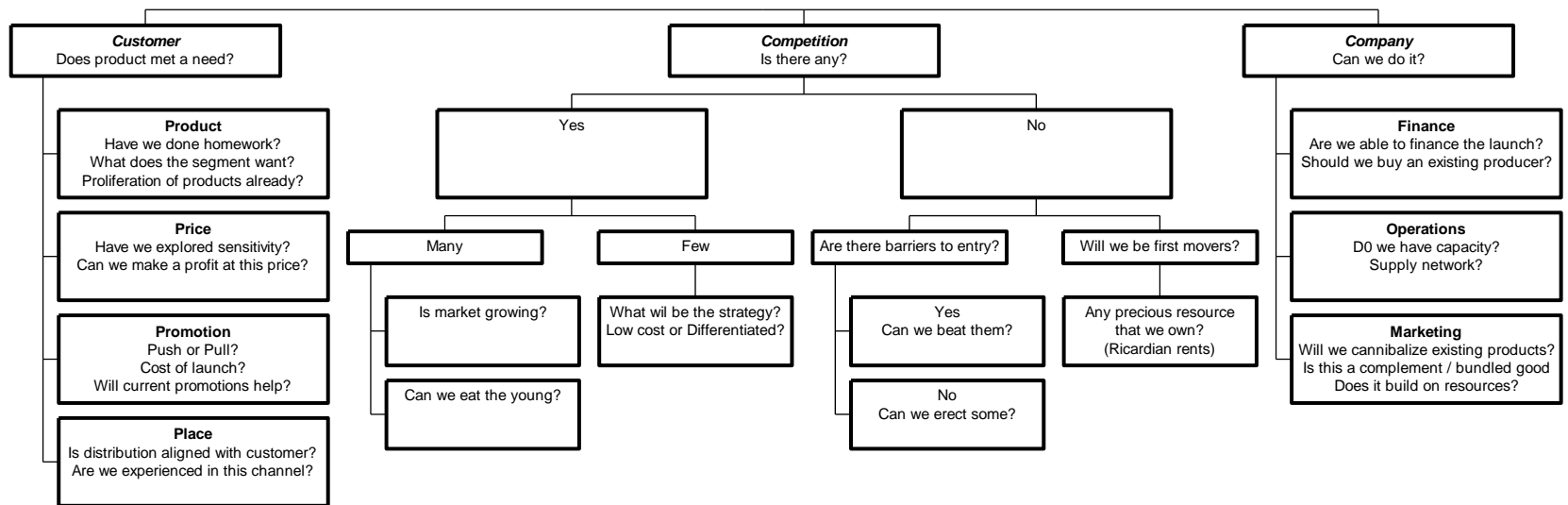
Competitive Response



- Given the above, is it worth making a competitive response?
- How will the competition react?
- Applying game theory or PARTS analysis may help.

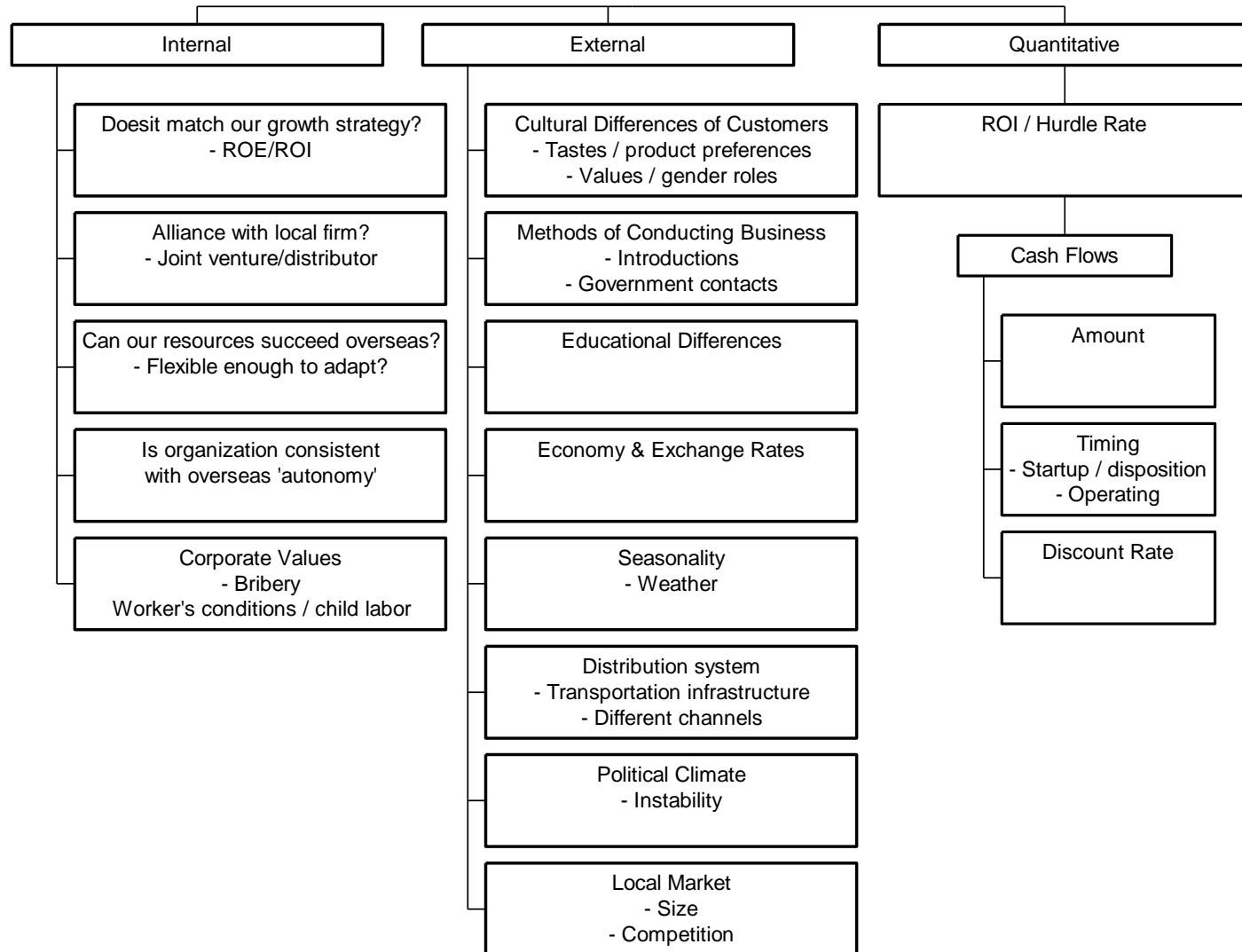
Case Interview Frameworks

New Product Introduction?



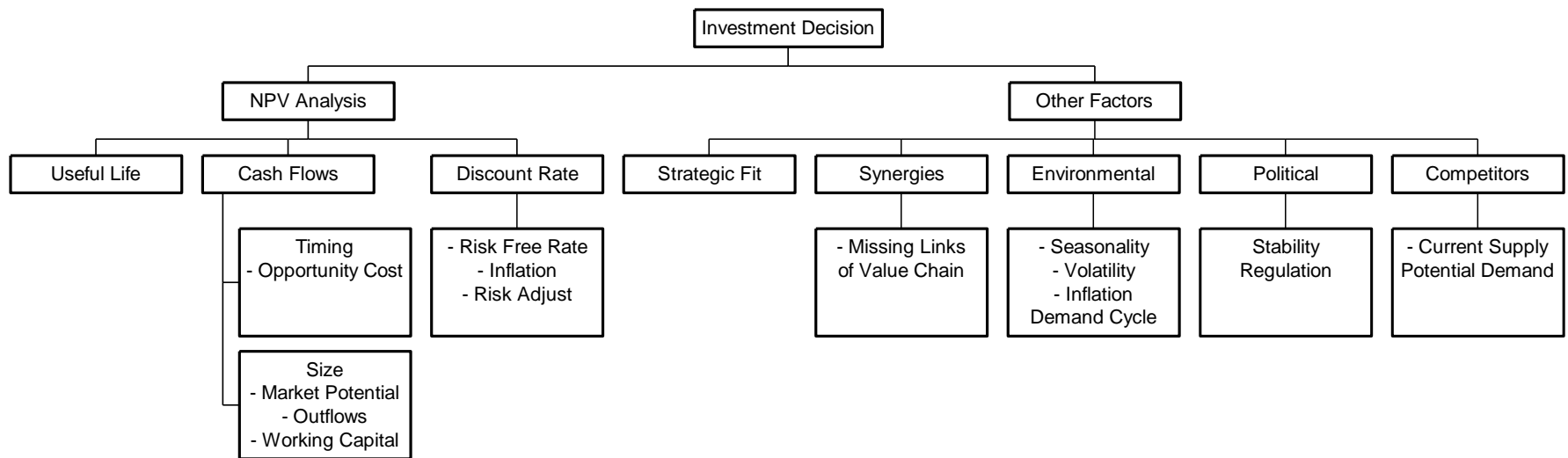
Case Interview Frameworks

International Expansion



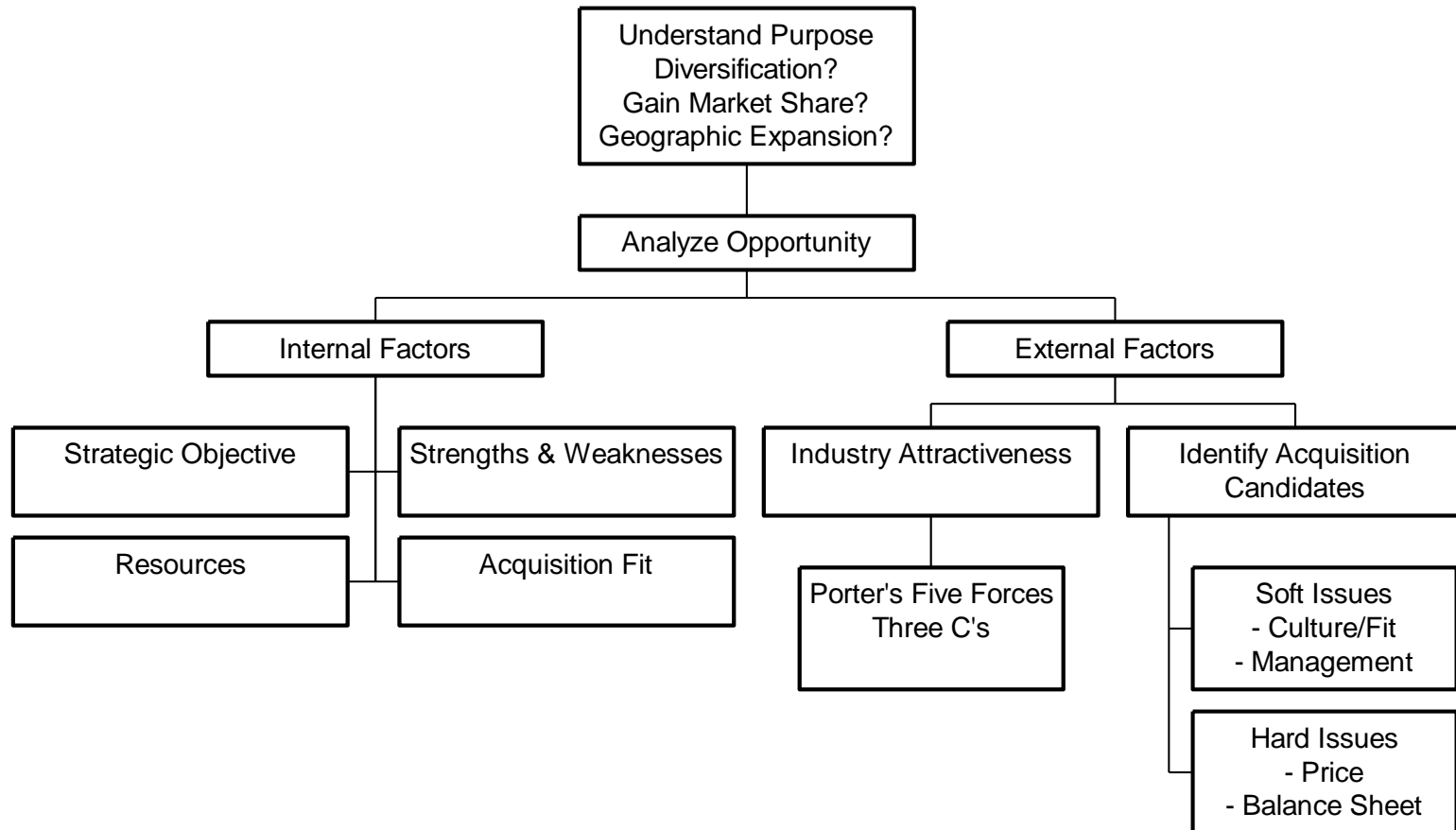
Case Interview Frameworks

Investment Decision



Case Interview Frameworks

Company Acquisition



Case Interview Frameworks

Hostile Takeover Defense

