ATHER

Casing Workshop

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Workshop 1/2 | Casing Masterclass - Case Comp | Ashoka Consulting Club

Workshop Structure

- Introduction
- Basics of Structuring
- Common Frameworks
- Mini Exercise
- QnA

Introduction

Who are we?

Bunch of people who like problem-solving

Introduction

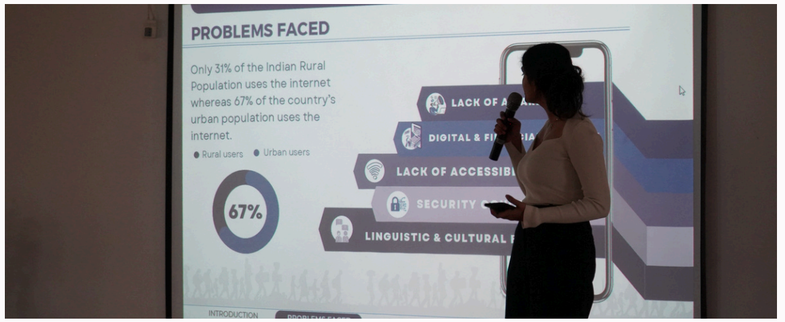
Who are we?

Bunch of people who like problem-solving

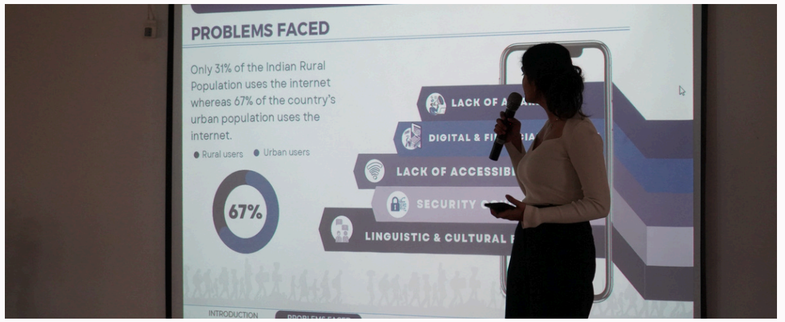
And hosting case competitions!

First Case Comp - Spring 23

Spring 2023 - ACC x ABIT



Spring 2023 - ACC x ABIT



But, what is a case competition?

What is a case comp?

Case

Work in Teams

Present Solutions

Exciting Prizes

Case?

A problem statement given with a defined expected outcome for which some context is provided. Typically, they're adaptions of the real world.

Can you think of any problems?

Formally,

Informally,

	Usage	***Duration***	***Information***
Long Form	B-Schools, Competitions	Few hours minimum	Provided in the case
Short Form	Interviews	15-20 mins	To be asked by interviewee

For those who enjoy problem solving, you make your own rules

Structured Thinking

a problem-solving technique that involves breaking down a large problem into smaller parts to solve it more efficiently

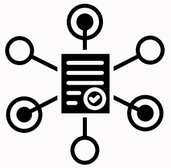
Brainstorming?

Structured Thinking

a problem-solving technique that involves breaking down a large problem into smaller parts to solve it more efficiently

Brainstorming

Frameworks

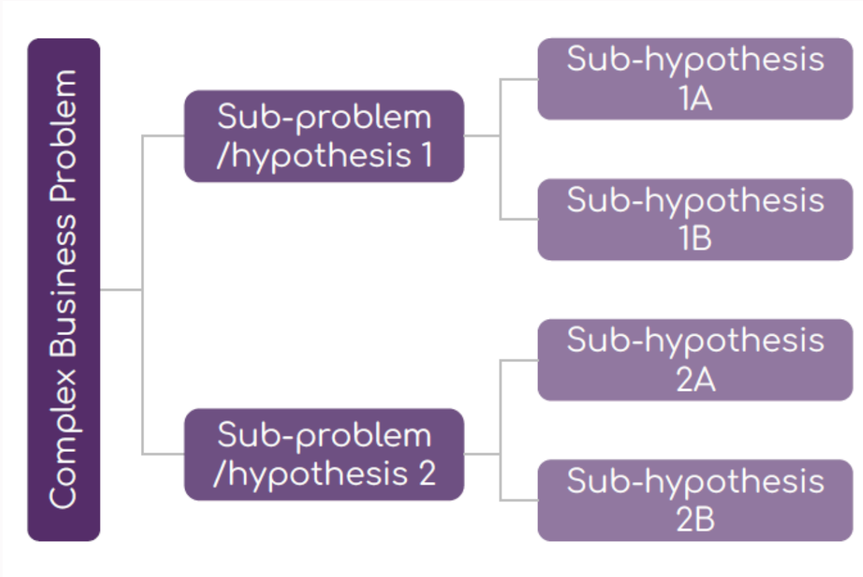


Hypothesis Testing

MECE

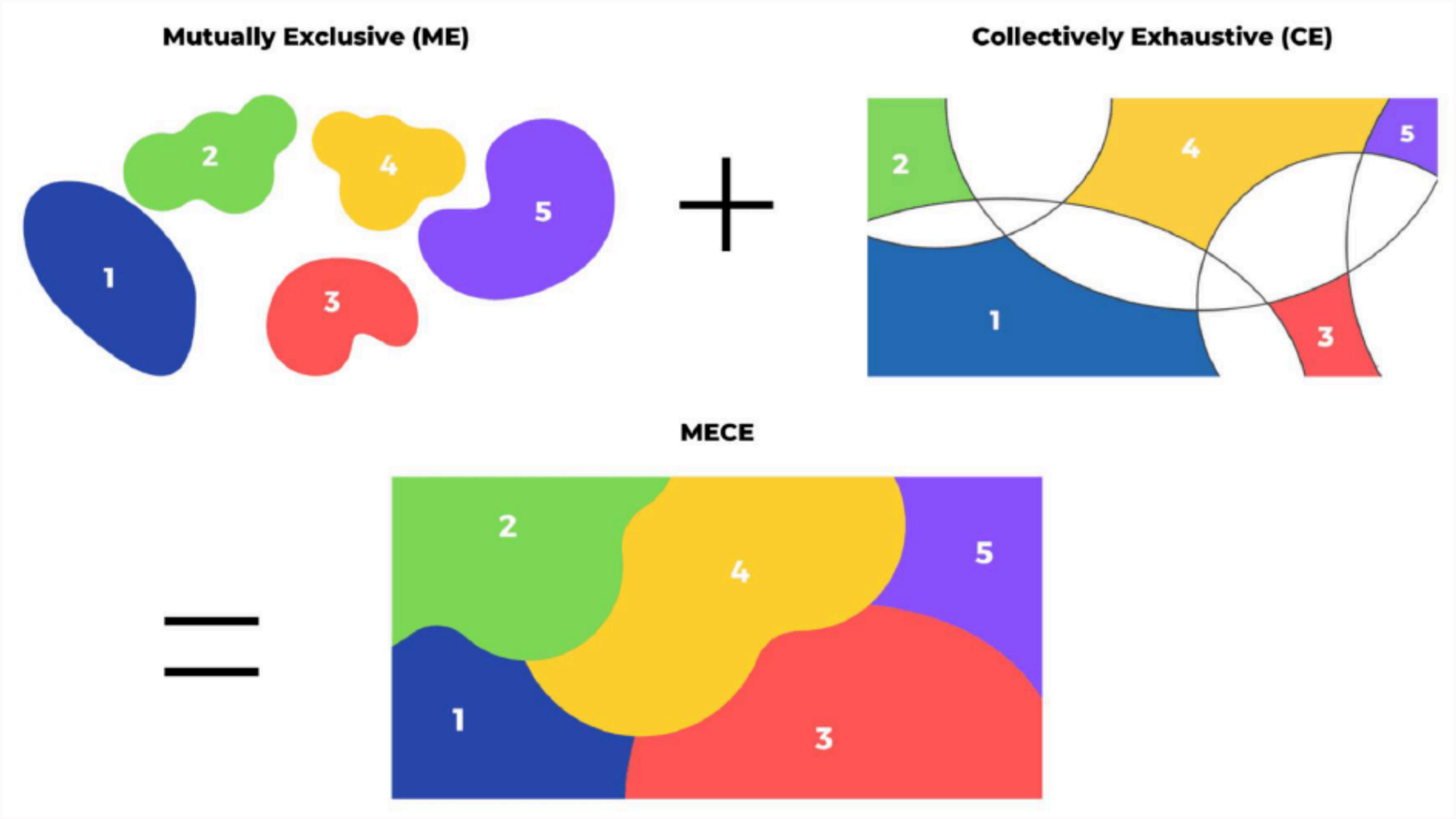
Mutually Exclusive and Collectively Exhaustive

- A method of organizing information & good test of structured thinking.
  - **Mutually Exclusive**: Each item goes into only one bucket
  - **Collectively Exhaustive**: Every item belongs to a category
- Strip down complex and confusing problems into simpler and easy-to-understand components that will shorten your path to the possible solutions



MECE

Mutually Exclusive and Collectively Exhaustive



MECE (Your turn!)

Problem: I am going to the supermarket, and I need to make a list of thing that I wish to purchase. How do I go about it?

Easy way: Sitting down, and thinking really hard about all those times when I realized that I ran out of something that I needed

MECE way? Consider each room of the house one at a time, and recollect what I have run out of

MECE (Your turn!)

Shopping

Kitchen

Dishes

Butter knife

Soap

Hand Towels

Bathroom

Hand Towels

Tissues

Soap

Air Freshener

Bedroom

Linen

Pillows

Air Freshener

Earbuds

“Frameworks”

What is a framework?

A guideline to think about a known problem in a structured way

Structure == Framework?

No! Frameworks are just one (very limited) way of thinking about a problem. Structured thinking works within, around, and beyond frameworks

Common frameworks

Profitability

“TKS has become a loss-making business. Why?”

Market Entry

“McDonalds wants to enter Ashoka. How?”

Pricing

“How much should Blue Tokai charge for a Vietnamese iced coffee at Ashoka?”

Growth

“Ashoka University wants to double its revenue in the next five years. Solve.”

Common frameworks

Profitability

Identify

“ABC.inc has been facing declining sales”

“XYZ Ltd. is unable to compete”

“Your client has seen a sudden decline in profits“

Structure

Profit = Revenue - Costs

Revenue = Price * Volume

Costs = Fixed + Variable

Apply

“Have we seen a spike in costs recently?”

“How much do we pay for electricity per unit sold?”

“Rising energy prices have caused our profit per unit to fall”

Mini Exercise

Queue* Algorithm

Ashoka University is a leading liberal arts higher education institution based in Sonipat, Haryana.

Ashoka hosts **3,000+ residents on campus**

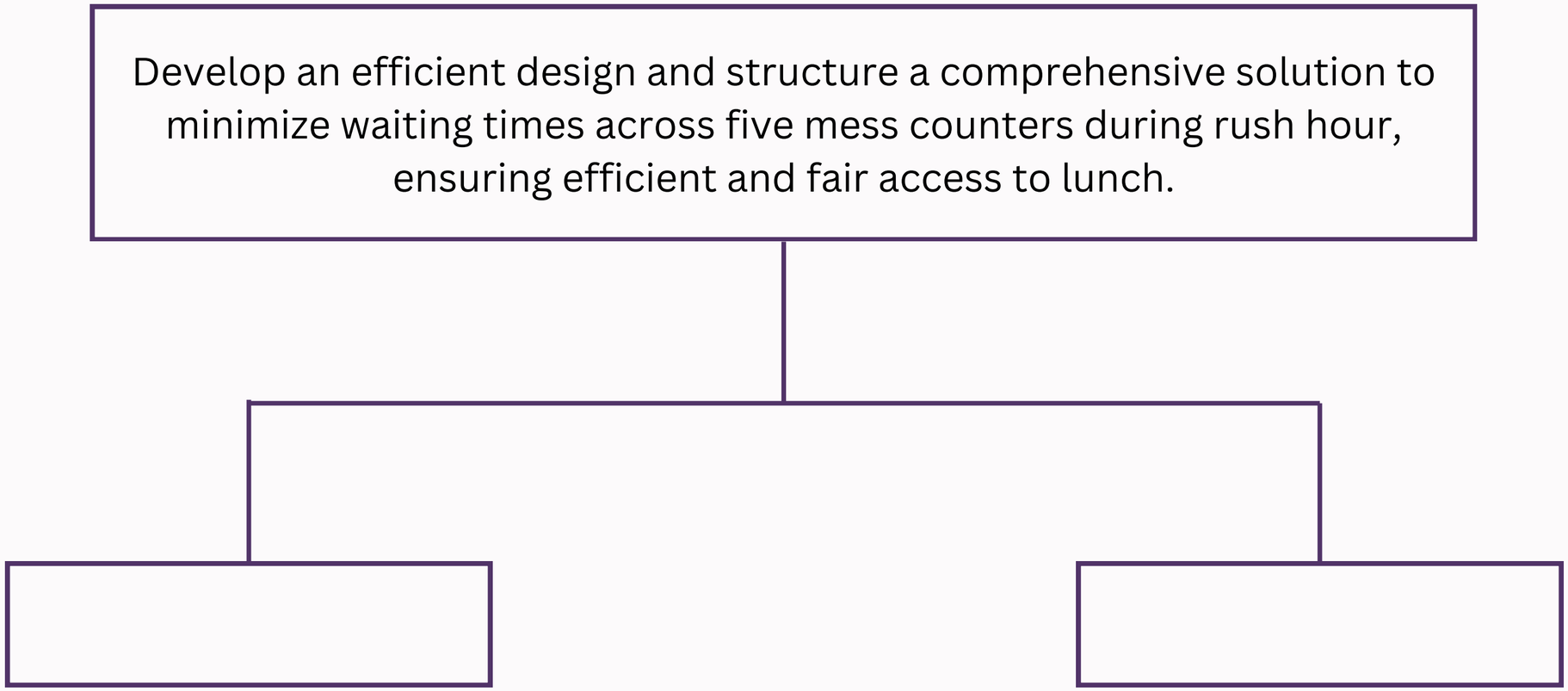
Food is provided in the **mess block (two floors of dining)**, **TKS/VOW Spice/THC**, **library cafe**, and the **new campus**

On **weekdays from 1:30pm to 3:00pm**, there are unreasonably long queues for food at every venue

How would you solve this? Present your solutions to the dining team.

Break it down

Develop an efficient design and structure a comprehensive solution to minimize waiting times across five mess counters during rush hour, ensuring efficient and fair access to lunch.



Structure your thoughts

Remember to

Understand all aspects of the problem

Identify the root cause (+think about what assumptions you're making)

Think about plausible solutions + implementation

Present in a clean manner

Ask yourself

Is my solution structured? (MECE)

Is it easy to understand?

Is it creative?

Am I addressing every part of the problem?

Solutions

Reduce Demand ~~Encourage students to skip lunch~~

Increase Supply Open more counters/alternatives

Improve Efficiency Pre-apportioned meals? Second helping counter? Multiple servers for bottleneck items?

Be Creative Divert students to outlets by subsidizing prices, sponsoring a tiffin service

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