

Typical approach for brainstorming question on revenue growth ideas

Increase market share

- Upgrade marketing strategy
- Change pricing
- Increase efficiency of distribution
- Improve customer experience

Expand geographically

- Increase presence in existing regions
- Expand to new regions
- Enter new countries
- Launch franchising model

Approach new customer segments

- Launch offerings for new segments - B2C, B2B
- Focus on families/adults/children/etc
- Explore high-end and low-end markets

Launch new products

- Develop new cross-selling offerings
- Start offering private label for B2B (if relevant)
- Diversify product portfolio (launch offerings for new customer segments)

Market-specific drivers

Typical brainstorming question on revenue growth ideas

McKinsey (2020)

Case prompt. Your client is a European beauty company that offers fragrance and makeup. Their profitability has been decreasing recently. How to turn things around?

Interviewer: What are the revenue growth opportunities?

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Approach new customer segments

- Launch offerings for new segments (e.g. B2B)
- Focus on families/men/professionals
- Explore high-end and low-end markets

Launch new products

- Develop new cross-selling offerings
- Diversify product portfolio (launch offerings for new customer segments)