

Typical market entry cases (the recruiting cycle in 2020)

01

McKinsey

Your client is a diesel truck manufacturer that primarily sells to 3PL (3-rd party logistics companies), carriers, and private fleet companies (e.g. Amazon). They would like to enter the electric car market. Should they?

02

BCG

An Asian electronics manufacturer is considering to enter the video-game market. They have reached out to you to get your advice on whether this is a wise idea.

03

**EY-
Parthenon**

Your client is a temporary staffing firm that specializes in sourcing highly skilled IT talent with security clearance. They are interested in entering a new vertical. What industry vertical you would recommend them to enter?

Typical market entry case prompt

BCG (2020). Your client is a U.S.-based toy manufacturer that is considering to start a new division to manufacture and sell apparel for kids. Should they?

Children's apparel market

- Size
- Growth rate
- Key children's apparel producers
- Average margins in the space

Client

- Product mix (e.g. type of apparel)
- Customer segments (e.g. children's age groups; B2C or B2B)
- Distribution channels (e.g. own branded stores, online, retail)
- Marketing strategy

Market entry risks

- Market specific risks
- Client specific risks:
 - Financial risks
 - Operational risks