

Typical pitfalls in a sales growth case structure

1. Focusing on revenue analysis only and skipping external factors and business model of the client

Pricing strategy

- Retail price
- Price variation across channels and geographies

Volume

- Volume dynamics
- Volume break-down by channels and geographies

Additional products

- Breakfasts
- Meal-kits
- Packaged meals distributed through grocery or convenience stores

2. Confusing structuring with brainstorming

3. Adding cost analysis to their structure

Small hints

Be case-specific about the titles, e.g.:

- Market ⇒ fast-casual healthy food market
- Competitors ⇒ major restaurant chains
- Customer segments ⇒ B2C or B2B, high-end or mass market
- Client ⇒ name of the client (if available)



Minimize casual language and convert it into business language:

- Price ⇒ pricing strategy
- Similar products ⇒ lack of differentiation

