

# 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

