

# 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