Typical comparison cases

01	McKinsey (2020)	A fertilizer manufacturer would like to build a new factory. Should they or should they upgrade their current plant?
02	BCG (2020)	A snack food company Nebisco hires a contractor to distribute their product. They would like to bring distribution in-house and hire workers to distribute their products (e.g. put them on the shelves in the stores). Should they switch to the other model?
03	EY-Parthenon (2019)	Your client is a coffee shop chain. Their supplier of packaged beverages has offered them a discount on the wholesale price if they agree to decrease the retail price for these beverages. Should they accept the supplier discount or not?

Typical comparison case prompt

Bain (2020). Brew Co produces instant coffee makers and coffee pods. They have been approached by a large hotel chain to have their machines in the rooms. But the hotel chain would like to have biodegradable pods as a condition to the contract. Currently coffee pods of Brew Co aren't biodegradable. Should Brew Co change their production process and accept the deal?

Brew Co

- Product portfolio
- Customer segments
- Biodegradable pods: value prop and operational implications

Financial analysis

- Capex and investment criteria
- Expected revenue
- Expected costs

Strategic value

- New opportunities
- Advantages in operations
- Improvement in CX
- Risk diversification

Risks

- Market specific risks
- Operational risks
- Financial risks