

Typical sales growth cases (the recruiting cycle in 2020)

01

Bain

Our client is a manufacturer of banknotes for the government. There are two major players in the field (incl. our client). They hired you to increase their revenue.

02

L.E.K.

Wakky windows produces and distributes windows in the U.S. They are the only vertically integrated player. They are losing their market share. How to increase it?

03

Deloitte

USA TF is a non-profit steward for tracking fields. They have 130k members, however they have been losing members to alternative sports like rugby. They plan to increase their membership by 30% over the next five year. How can they do it?

Typical sales growth case prompt

Bain (2020). Your client is a fast-casual healthy food restaurant (e.g. salads, wraps, soups). They serve lunch and dinner. They have 1k locations in the U.S. and are growing to 2k locations across the U.S. and Europe by 2021 (it's currently 2018). The company is afraid that they will saturate the market after their expansion. How can they continue growing?

Fast-casual healthy restaurant market

- Growth rate
- Major restaurant chains
- Substitutes (e.g. cooking at home, healthy food options from coffee shops, convenience stores)

Client

- Product mix
- Customer segments (e.g. B2C, B2B)
- Marketing strategy
- Revenue and growth rate

Sales growth areas

- Increase in market share
- Product innovation
- Geographic expansion
- New customer segments