

MBB Interview Syllabus™

How does this impact our client?

1 Client has a problem, find and fix

Common cases are:

1. ↓ Profits (π)
 2. ↓ Revenues (R)
 3. ↓ Profit margins ($\pi\%$)
 4. ↓ Market Share (MS)
 5. ↓ EBIT
 6. ↓ EBITDA
 7. ↓ Volumes sold
 8. ↓ Capacity
 9. ↑ Costs (C)
 10. ↓ Productivity (P)
 11. ↓ Foot traffic
- Etc.. Any Metric!

TEMPLATE 1

2 Client wants to defend their turf

Common cases are:

1. New entrant in the industry
2. Free trade agreement concerns
3. Competitor is contemplating acquiring another player
4. Competitors have increased their marketing spend & promotions
5. Customer is thinking of back integrating with our competitor
6. Rapidly changing consumer habits
7. Suppliers contemplating consolidation
8. Customers transitioning to substitute product
9. Government changed regulations
10. Etc.. Any applicable problem

TEMPLATE 2

3 Client wants to explore

Common cases are:

1. ↑ Profits (π)
2. ↑ Revenues (R)
3. ↑ Profit margins ($\pi\%$)
4. ↓ Costs
5. ↑ Market share (MS)
6. ↑ Productivity (P)
7. ↓ Defects
8. ↓ Delivery times
9. ↓ Customer churn
10. Changing prices
11. Enter a new market
12. Launch a new business
13. Launch a new product
14. Buy a new business
15. Merge with another company
16. Acquire a competitor
17. Options Analysis
18. PE firm invests in a company
19. Etc. Any applicable problem

TEMPLATE 3

TEMPLATE 4

TEMPLATE 5

TEMPLATE 6

TEMPLATE 7

TEMPLATE 8

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