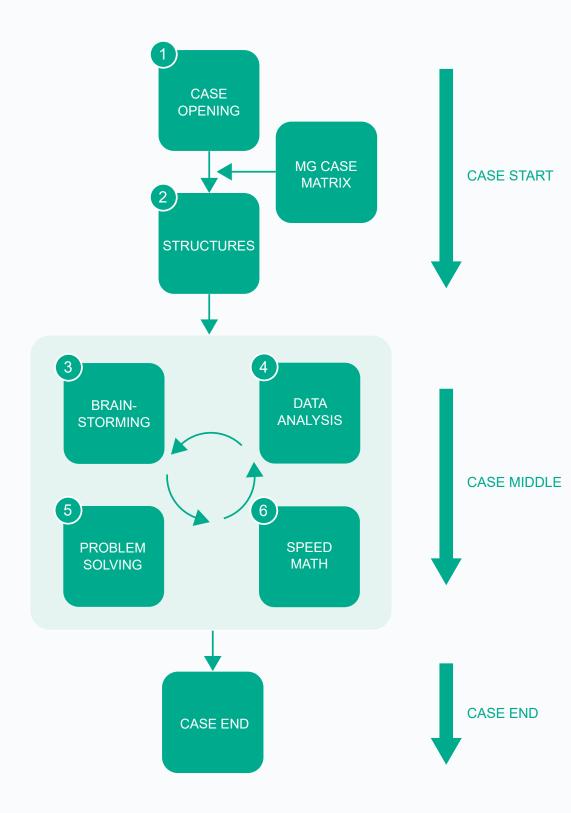




MBB Case Composite[™]









6 CORE MODULES



Case Open

Case Opening is done at the beginning of the case when the interviewer is narrating their problem to you.

Interviewers test your ability to (i) demonstrate competency in understanding the situation quickly by driving the process, gaining alignment and showing business acumen early in the case and (ii) transition seamlessly out of case opening and into a structuring module



Structure

Structuring is done when you understand the interviewer's issue and build a structure to focus on most important things to solve the problem.

Interviewers give you structuring questions to test your ability to (i) demonstrate competency in organizing complex thoughts quickly by driving the process, gaining alignment and showing business acumen and (ii) transition seamlessly in and out of the structuring module.



Brainstorm

Brainstorming is done when you don't know the exact answer and you need to come up with MECE ideas to share with client.

Interviewers give you Brainstorming questions to test your ability to (i) demonstrate competency in generating MECE ideas quickly by driving the process, gaining alignment and showing business acumen and (ii) transition seamlessly to and out of the brainstorming module.





Data & Graph

Data Analysis is required when you want to confirm a hypothesis and draw a conclusion.

Interviewers give you Data to analyze to test your ability to (i) demonstrate competency in generating insights quickly by driving the process, gaining alignment and showing business acumen and (ii) transition seamlessly to and out of the data analysis module





Problem Solving

Problem Solving module is common in cases. It is used to arrive at a quantitative figure.

Interviewers give you PS questions to test your ability to (i) demonstrate competency in solving word problems quickly by driving the process, gaining alignment and showing business acumen and (ii) transition seamlessly to and out of the problem-solving module





Speed Math

Speed math is required when you need to quickly calculate figures to move the case forward. This module can be within the problem solving module, within the data analysis modules or sometimes within the brainstorming module.

Interviewers give you speed math questions to test your ability to (i) demonstrate competency in calculating math quickly and (ii) to transition seamlessly to and out of the speed math module

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- "Watch & Learn" Model
 9 Structured Sections

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MBB Interview Syllabus[™]

1 Client has a problem, find and fix

Common cases are:

- 1. $\sqrt{\text{Profits}(\pi)}$
- 3. $\sqrt{\text{Profit margins }(\pi\%)}$
- 5. ↓EBIT
- 6. ↓EBITDA
- 7. ↓ Volumes sold
- 8.

 Capacity
- 9. \ Costs (C)
- 10. ♦ Productivity (P)
- 11.

 Foot traffic Etc.. Any Metric!

TEMPI ATE 2

Client wants to defend their turf

How does this impact our client?

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

Client wants to explore

3

Common cases are:

- 1. Profits (π)
- 2. Revenues (R)
- 3. †Profit margins (π%)
- 4. ↓ Costs
- 5. Market share (MS)
- 6. Productivity (P)
- 7. ↓ Defects
- 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 1

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TEMPLATE 3

TEMPI ATE 4

TEMPLATE 5

TEMPLATE 6

TEMPLATE 7

TEMPLATE 8