

Case Interview Guide

Frameworks, Practice, and Confidence to Consulting Interviews



TABLE OF CONTENT

Why Case Interviews Matter

Anatomy of a Case Interview

The MECE Mindset for Structuring

Profitability Framework

Market Entry Framework

M&A & Synergy Framework

Operations & Supply Chain Framework

Guesstimates & Market Sizing

Case Math: Margins, Breakevens, CAGR

Communication & Hypothesis-Driven Thinking

Case Practice Examples (5 mini cases)

Case Study: Deloitte Profitability Case

Case Study: Bain Market Entry Case

Common Mistakes in Case Interviews

RoleEdge Case Coaching

WHY CASE INTERVIEWS MATTER

Consulting interviews are unlike standard job interviews. They test how you **think, structure, and communicate.**

Recruiters want to see:

- Logical problem-solving.
- Comfort with ambiguity.
- Business intuition + math.

It's not about knowing the "right answer." It's about your **framework and clarity.**

👉 **Exercise: Write down 2 reasons why you want to join consulting.**



Anatomy of a Case Interview

A case has 4 parts:

1. Prompt: Client problem statement.
2. Clarifying Questions: Show curiosity & structure.
3. Framework: Lay out approach (MECE).
4. Analysis & Recommendation: Do math + give final recommendation.

Example: “A hotel chain’s profits are declining. Diagnose and recommend.”



Step 1: Define Your Long-Term Career Vision

A case has 4 parts:

1. Prompt: Client problem statement.
2. Clarifying Questions: Show curiosity & structure.
3. Framework: Lay out approach (MECE).
4. Analysis & Recommendation: Do math + give final recommendation.

Example: “A hotel chain’s profits are declining. Diagnose and recommend.”



The MECE Mindset for Structuring

MECE = Mutually Exclusive, Collectively Exhaustive.

- Profitability = Revenues vs Costs.
- Market Entry = Market, Competition, Customers, Product, Financials.

👉 **Exercise:** Take the prompt “*Client wants to enter EV market.*” Write a MECE breakdown.



Profitability Framework

When profits drop, check:

- Revenues: Price, volume, product mix.
- Costs: Fixed vs variable.
- External factors: Regulations, competitors.

👉 **Mini Case: A gym chain's profit margins fall despite constant membership. What do you check first?**



Market Entry Framework

Market entry = Is it attractive, and can we win?

- **Market Attractiveness:** Size, growth, profitability.
- **Competitive Landscape:** Players, market share.
- **Client Capabilities:** Brand, resources, distribution.
- **Entry Strategy:** Build, buy, or partner.

👉 **Mini Case:** An FMCG firm wants to enter bottled water in Vietnam. What factors do you analyze?



M&A Synergy Framework

M&A cases test valuation + synergies.

- **Strategic Fit:** Why buy?
- **Synergies:** Revenue $\uparrow$ or costs $\downarrow$.
- **Risks:** Culture, integration, regulation.

👉 **Mini Case:** A tech firm wants to acquire a smaller AI startup. How do you assess value?



Guesstimates & Market Sizing

Guesstimates test structured thinking. Example:

Estimate Uber rides/day in Delhi.

- Population $\rightarrow$ % using Uber $\rightarrow$ Avg. rides.
- Clear segmentation + assumptions = strong answer.

👉 Exercise: Estimate toothpaste market size in India.

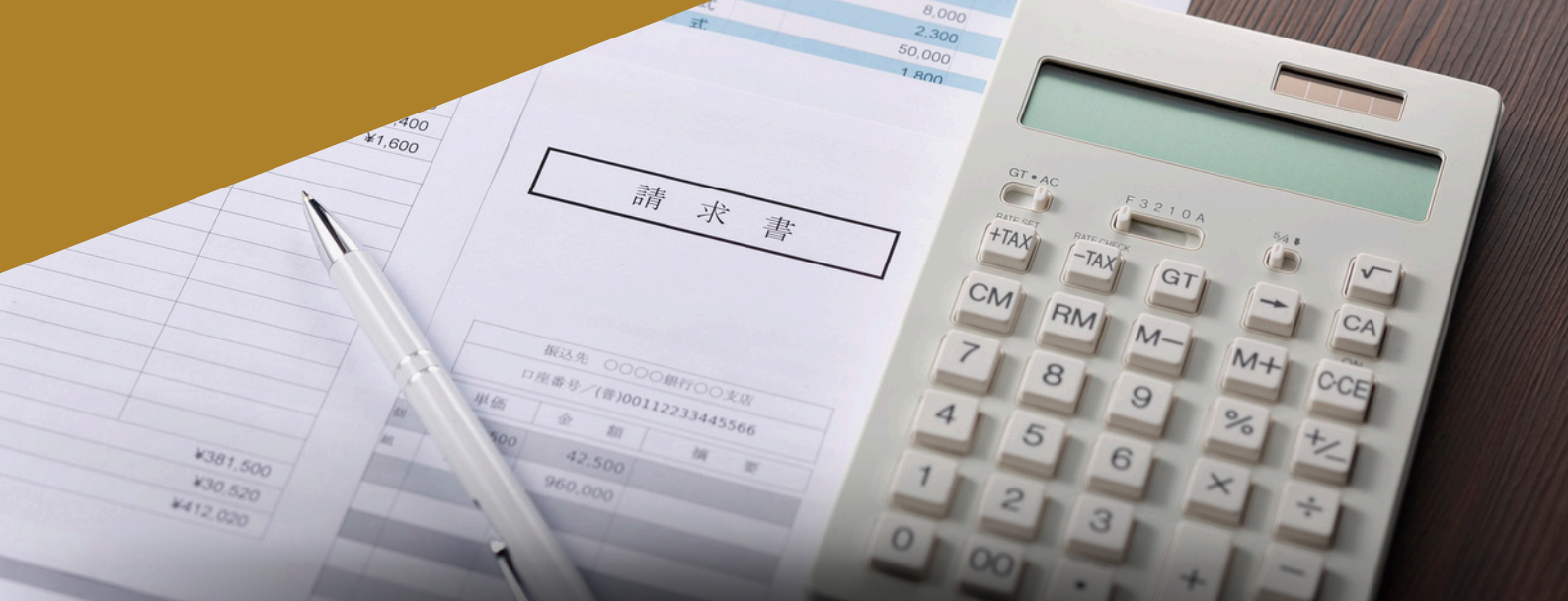


Case Math: Margins, Breakevens, CAGR

Example:

- Revenue = ₹100 Cr, Costs = ₹70 Cr → Profit Margin = 30%.
- BEP = Fixed Costs ÷ Contribution Margin.
- $CAGR = (End/Start)^{(1/n)} - 1$.

👉 **Exercise: A firm's revenue grew from \$100M to \$200M in 3 years. CAGR? (~26%).**



Operations & Supply Chain Framework

Ops cases test efficiency.

- **Supply side:** Procurement, production.
- **Process side:** Bottlenecks, utilization.
- **Delivery side:** Logistics, distribution.

👉 **Mini Case:** A factory runs at 60% utilization.

What steps to improve efficiency?



Communication & Hypothesis-Driven Thinking

Case success = structure + clarity. Always:

- Start with hypothesis (“I believe the issue is pricing.”).
- Test hypothesis with data.
- Pivot when evidence contradicts.

👉 **Exercise: Write a hypothesis for: “A restaurant’s revenues are declining.”**



Case Practice Examples (5 Mini Cases)

1. **Retail:** Clothing retailer's sales flat. Diagnose.
2. **Banking:** Bank wants to launch credit cards. Analyze.
3. **Healthcare:** Pharma firm's drug patent expiring. What next?
4. **Tech:** SaaS startup sees customer churn rising.
Diagnose.
5. **Travel:** Airline sees falling profits despite full planes.
Why?

👉 **Try solving 1 in 20 minutes using MECE.**



Case Studies

- **Deloitte Profitability Case:** Candidate diagnosed costs as 60% logistics due to fuel hikes.
Recommended renegotiating contracts → client saved ₹50 Cr.
- **Bain Market Entry Case:** Candidate structured EV entry into Middle East, analyzed regulation + demand.
Recommendation: enter UAE first, then scale.

Lesson: Frameworks + clarity win.

COMMON MISTAKES!

Common Mistakes

- ✗ Jumping into math before framework.
- ✗ Listing random factors without structure.
- ✗ Weak recommendations (“It depends”).
- ✓ **90-Day Case Prep Plan:**
 - **Weeks 1-4:** Framework drills.
 - **Weeks 5-8:** Guesstimates + case math.
 - **Weeks 9-12:** Full mock cases + feedback.



**Want to master case
interviews like Bain, BCG,
McKinsey candidates?
Book a RoleEdge Case
Coaching Session today.**

Email:

info@roleedge.com

Website:

www.roleedge.com

Book a FREE 1:1 Consultation

<https://roleedge.zohobookings.in/#/discovery-call>

