

CONSULTING PREP PLAYBOOK

**Frameworks, Tools, and Practice to Crack MBB
and Big 4 Interviews**



ROLEEDGE

TABLE OF CONTENT

Why Consulting Interviews Are Unique

Step 1: Master the Consulting Mindset

Step 2: Learn the Core Frameworks

Step 3: Market Sizing & Guesstimates

Step 4: Profitability Cases

Step 5: Market Entry & Growth Strategy Cases

Step 6: M&A & Private Equity Cases

Step 7: Operations & Supply Chain Cases

Step 8: Public Sector & Non-Profit Cases

Case Math: Margins, Breakevens, CAGR

Fit/Personal Experience Interview (PEI) Preparation

Practice Partnering: Mock Interviews & Peer Prep

Case Study: McKinsey Candidate Success Story

Case Study: Deloitte Candidate Success Story

RoleEdge Consulting Coaching

WHY CONSULTING INTERVIEWS ARE UNIQUE

Consulting firms test how you think, structure, and communicate. Unlike other industries, consulting interviews combine business problem-solving with behavioral storytelling.

Recruiters look for:

- Structured thinking (MECE).
- Clarity in communication.
- Comfort with ambiguity.
- Quick math skills.
- Strong presence under pressure.

👉 **Exercise: Write 2 reasons why consulting appeals to you as a career path.**



Step 1: Master the Consulting Mindset

Consultants are trained to:

- Break down complex problems into simple parts.
- Focus on impact, not activity.
- Communicate with clarity in every slide or sentence.

You must approach every case like a consultant:
structured, hypothesis-driven, and concise.

👉 **Reflection: When solving problems, do you jump to solutions or pause to structure?**



Step 2: Learn the Core Frameworks

Frameworks are scaffolds, not crutches. The must-know ones are:

- Profitability: Revenue vs cost breakdown.
- Market Entry: Market, Competition, Customer, Company.
- M&A: Synergies, risks, valuation.
- Operations: Efficiency, bottlenecks.
- 4Ps/7Ps: Marketing-driven cases.

👉 **Exercise: Write a MECE breakdown for: “*Client wants to launch a new digital bank.*”**



Step 3: Market Sizing & Guesstimates

Market sizing shows logical structure. Example:

"Estimate the market for EV chargers in India."

- Cars in India → % EV → Chargers needed per EV → Price per charger.

The goal isn't accuracy—it's structure.

👉 Exercise: Pick a consumer product and estimate its annual market size in your city.

Step 4: Profitability Cases

Step 4: Profitability Cases

Profit drops = check:

- **Revenues:** Price, volume, mix.
- **Costs:** Fixed, variable, supply chain.

👉 Mini Case: A hotel's profits are down despite steady occupancy. How do you diagnose?



Step 5: Market Entry & Growth Strategy Case?

Clients want growth. Market entry analysis covers:

- Market size, growth potential.
- Competitive intensity.
- Client's strengths & weaknesses.
- Entry mode: Build, Buy, Partner.

👉 Mini Case: A US pizza chain wants to enter India. How do you structure?



Step 6: M&A & Private Equity Cases

PE/M&A cases test valuation + synergies.

- Revenue synergies (cross-selling).
- Cost synergies (shared supply chains).
- Risks (integration, culture).

👉 **Mini Case: A telecom company wants to acquire a smaller competitor. How do you assess?**



Step 7: Operations & Supply Chain Cases

Ops = efficiency.

- Inputs → Process → Outputs.
- Bottlenecks, utilization, lean methods.

☞ **Mini Case: A factory runs at 60% capacity.**

What levers can improve throughput?



Step 8: Public Sector & Non-Profit Cases

Many firms (BCG, Dalberg, Deloitte) do social sector projects. Framework still applies:

- Diagnose issue.
- Define impact metrics (access, efficiency).
- Build sustainable models.

👉 Mini Case: An NGO wants to increase vaccination rates. How do you structure?



Case Math: Margins, Breakevens, CAGR

Math shows rigor.

- Profit Margin = Profit ÷ Revenue.
- Breakeven = Fixed Costs ÷ Contribution Margin.
- CAGR = (End/Start)^(1/n) – 1.

👉 **Exercise: A client grows revenue from \$100M to \$200M in 4 years. CAGR? (~19%).**



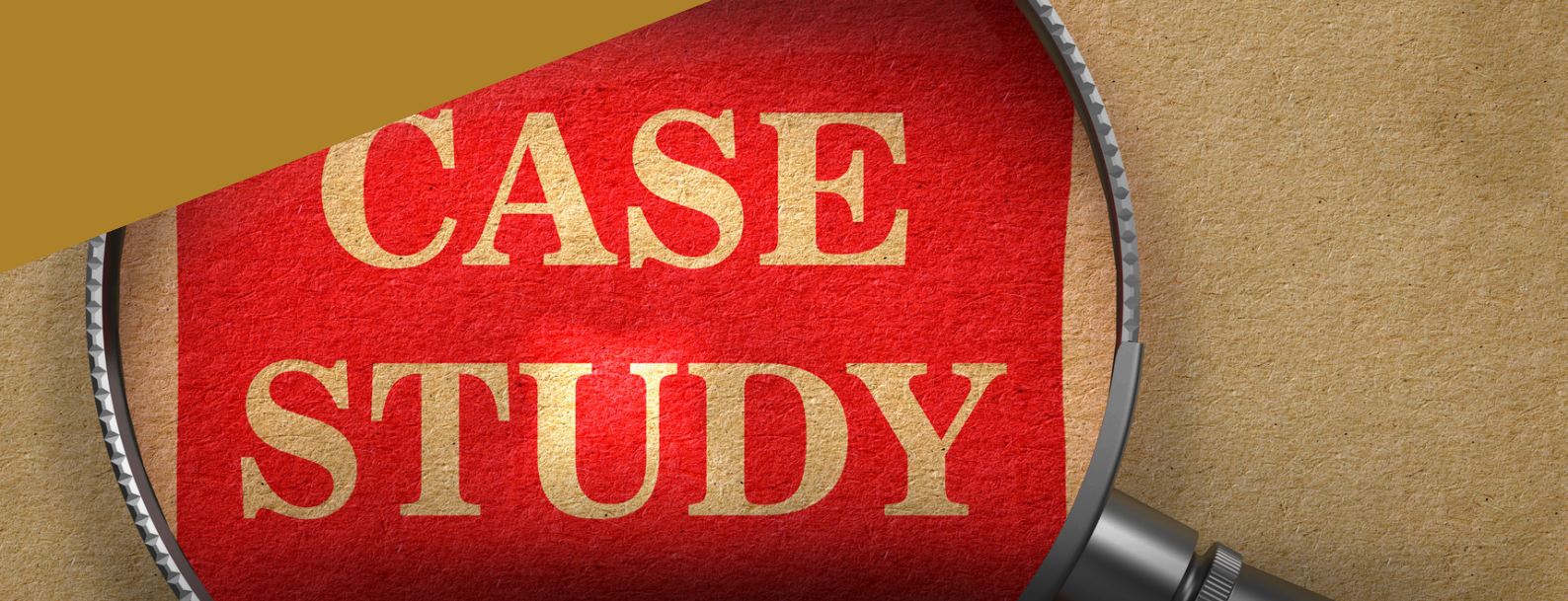
Fit/Personal Experience Interview (PEI) Preparation

MBB puts equal weight on PEI. Common questions:

- Tell me about a time you led a team.
- Tell me about a time you solved a conflict.
- Tell me about a failure.

Framework: STAR (Situation, Task, Action, Result).

👉 Exercise: Write 1 leadership story using STAR.



CASE STUDY

Case Studies

McKinsey Success: Rohan practiced 50+ cases with peers, refined PEI stories, and mastered math drills.

Outcome = McKinsey BA offer.

Deloitte Success: Sneha rewrote her resume with quantified impact, practiced profitability + guesstimates, and landed Deloitte Strategy Analyst.

Lesson: Prep = consistency, not shortcuts.



Common Mistakes

- ✗ Jumping to solutions without structure.
- ✗ Over-relying on memorized frameworks.
- ✗ Neglecting PEI.

✓ 90-Day Consulting Prep Plan:

- **Weeks 1-4:** Framework drills + guesstimates.
- **Weeks 5-8:** Profitability + market entry mocks.
- **Weeks 9-12:** Full mock interviews + PEI stories.



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