



BAIN & COMPANY

THE BAIN INTERVIEW WORKBOOK

POWERED BY



RoleEdge

Elevate Your Career Edge

ABOUT THIS WORKBOOK

Landing an offer at **Bain & Company** requires more than frameworks — it demands structured thinking, clarity, and confidence.

This workbook is designed to help you:

- Understand what Bain truly looks for in candidates
- Master real Bain-style case interviews
- Refine your personal story for fit rounds
- Learn how to communicate like a consultant



BAIN INTERVIEW OVERVIEW

ROUND 1 CASE + FIT

Testing analytical
clarity and business
judgment



BAIN & COMPANY

ROUND 2 PARTNER ROUND

Focused on leadership,
structured thinking, and
personal impact

FINAL ROUND CULTURE FIT

Deep dive into motivation
and alignment with Bain
values

FIT INTERVIEW QUESTIONS

These assess leadership, teamwork, and motivation.

Sample Fit Questions:

Why Bain & Company?

Tell me about a time you drove impact beyond expectations.

Describe a situation where you had to influence without authority.

Tell me about a time you led a team through a challenge.

What is your biggest professional failure and what did you learn?

How would your colleagues describe your working style?

Describe a time you worked under pressure.

What motivates you in consulting?

How do you manage disagreement within a team?

10 What makes you stand out from other candidates?

BAIN CASE INTERVIEW QUESTIONS

Real-style cases covering diverse industries.

Market Entry – Digital Health Platform (APAC)

Your client, a large healthcare provider, wants to enter the telehealth market in Southeast Asia. Should they do it?

Framework Hints: Market size, competitive landscape, entry mode, profitability, risks

Profitability – Luxury Retail Chain (Europe)

A luxury retail chain's profits dropped 15% despite growing revenue.

Diagnose and recommend actions.

Framework: Revenue & cost breakdown, product mix, store performance

M&A – Logistics Start-up Acquisition (India)

A large logistics firm is considering acquiring a start-up to improve last-mile delivery. Evaluate the deal.

Framework: Synergy potential, financial fit, integration challenges

Pricing – SaaS Subscription Product (US)

A B2B SaaS firm struggles to price its new premium plan. How would you determine the optimal price?

Framework: Value-based pricing, competitor benchmark, elasticity

Growth Strategy – FMCG Beverage Brand

Your client wants to double revenue in 3 years. Suggest possible growth levers.

BAIN CASE INTERVIEW QUESTIONS

Operational Efficiency – Airline Company

Costs have increased 20% YoY due to maintenance delays. Identify efficiency opportunities.

Framework: Cost tree, process bottlenecks, outsourcing options

Market Sizing – Fitness App Users in India

Estimate the number of users who use fitness apps in India.

Structure Example:

Population → Smartphone users → Health-conscious → App adoption → Frequency

New Product Launch – Electric Scooter Brand

A two-wheeler company plans to launch EV scooters. What factors should they consider before launch?

Framework: Market demand, cost-benefit, regulation, supply chain, competitor pricing

Turnaround Case – Retail Chain

A retail client has been losing market share for 2 years. How would you fix it?

Framework: Pricing, positioning, operations, brand perception

10 Private Equity Case – Education Sector

A PE firm wants to invest in an edtech company. How would you evaluate the opportunity?

Framework: Market potential, business model, scalability, exit strategy

BAIN-FIT + CASE FUSION



Bain interviewers often blend personal and analytical - e.g.

"Tell me about a time you solved a tough problem - walk me through your approach."

Tip: Use the STAR + MECE structure to merge storytelling with logic.

BAIN CASE FRAMEWORK LIBRARY

Profitability Tree

Market Entry Framework

M&A Synergy Framework

Pricing Framework

PE Due Diligence Framework

Growth Strategy Framework

MASTERING BAIN CASES: FRAMEWORK LIBRARY

Profitability Tree

Break profit into:

Profit = Revenue - Costs

Revenue → Price × Volume

Costs → Fixed vs Variable

Use this to pinpoint whether revenue shortfall or cost inefficiency is driving the issue.

Market Entry Framework

Evaluate market opportunity:

Market Attractiveness + Competitive Landscape + Entry Mode + Strategic Fit

Ensures you assess demand, barriers, and long-term viability.

M&A Synergy Framework

Assess acquisition opportunities:

Synergy Potential + Valuation Fit + Integration Challenges

Focuses on revenue uplift, cost savings, and cultural/operational alignment.

Pricing Framework

Determine optimal pricing:

Value-Based Pricing + Competitor Benchmark + Elasticity Analysis

Helps maximize revenue while ensuring competitiveness and customer adoption.

PE Due Diligence Framework

Analyze investment potential:

Market Size + Business Model Strength + Scalability + Exit Options

Used by private equity to evaluate growth and risk before investing.

Growth Strategy Framework

Identify expansion levers:

New Markets + Product Innovation + Channel Expansion + Partnerships

Enables structured recommendations for sustainable revenue growth.

ROLEEDGE ADVANTAGE

**At RoleEdge, we combine mentorship with
AI – enabling you to:**

- Practice live Bain-style cases with mentors from Bain, BCG, and Deloitte
- Get instant feedback from EdgeAI Case Coach
- Optimize your resume, LinkedIn, and interview pitch – all in one place
- Ready to accelerate your journey?
- Book your free 1:1 consultation →

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

ROLEEDGE ADVANTAGE

Experience the world's first AI Career Game-Changer - What's inside the EdgeAI Suite:

- **Resume AI (ATS-Checker):** Instantly analyzes your CV like a recruiter — scoring structure, keywords, and impact to help you pass every ATS screen.
- **LinkedIn AI Optimizer:** Enhances your profile headline, summary, and experience section word-for-word — so you stand out globally.
- **Interview AI Coach:** Simulates real consulting and behavioral interviews, evaluates your answers, and provides instant feedback.
- Trusted by candidates and professionals worldwide — from Bain, Deloitte, and EY to top global universities.
- Discover how RoleEdge helps you turn potential into performance → <https://roleedge.com/edgeai/>



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