



C&S

# How to break into consulting?

22 February 2023



**Kian Kajbaf**

Life Coach Certificate –  
New Skills Academy

## Who am I?

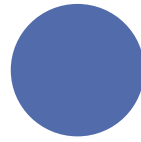
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- Studied in 3 countries (Italy, UK & USA)
- Made more than 500 applications, got 70 times to the last step and obtained 10 jobs including Google and Accenture
- Worked as analyst (The Economist and Avis Budget Group), as consulting (Simon-Kucher) and seller (PitchBook)
- Helped more than 70 people through consultations, CV writing, Cover Letter building and networking on LinkedIn to change job
- Recorded more than 200 hours of videos on job hunting
- Realised 3 webinars with on average 50 participants from a wide range of backgrounds

# What are you going to find out today?



**The 3 types of  
case studies**



**How to have  
structure a  
business case**



**The four types of  
business case**

# The case Studies

**Brain Teasers**

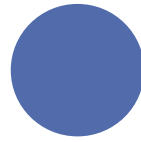
**Market Sizing**

**Business Case**

# Market Sizing



**Structure**

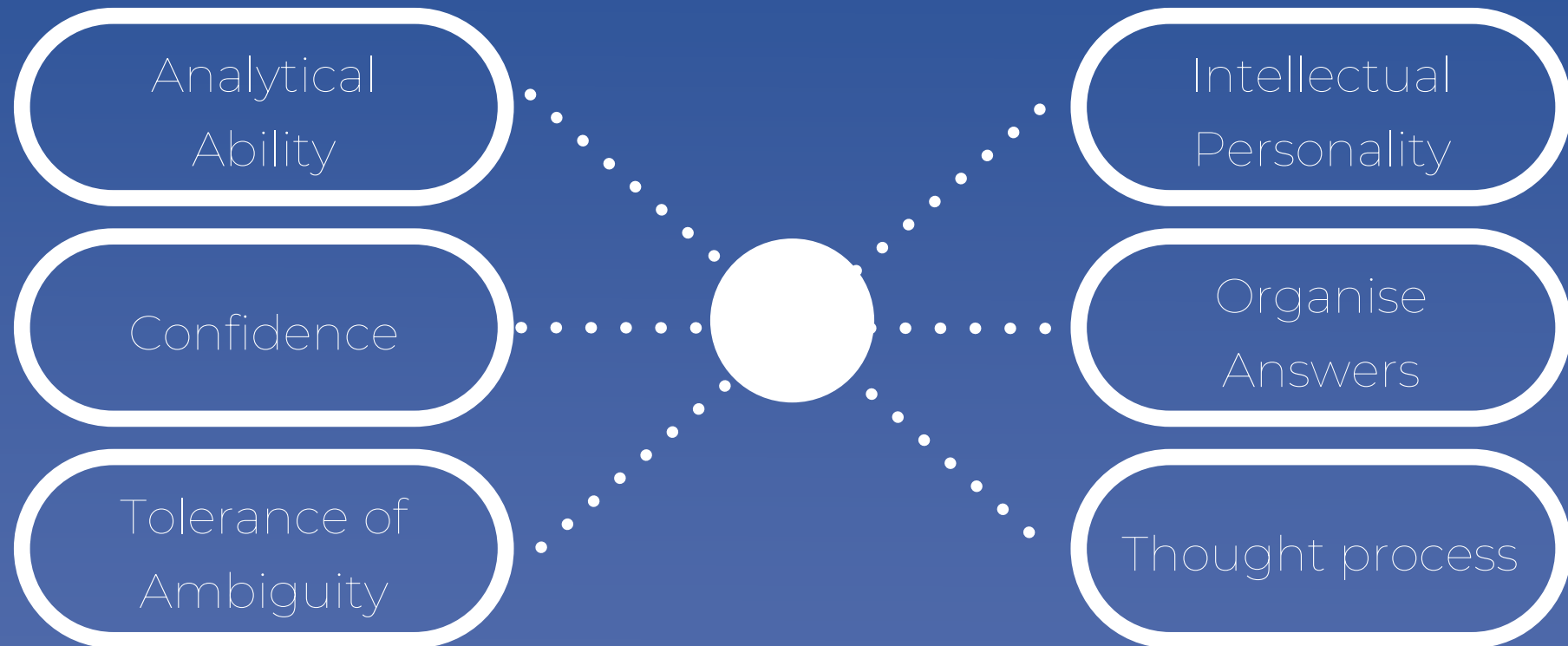


**Assumptions**



**Math**

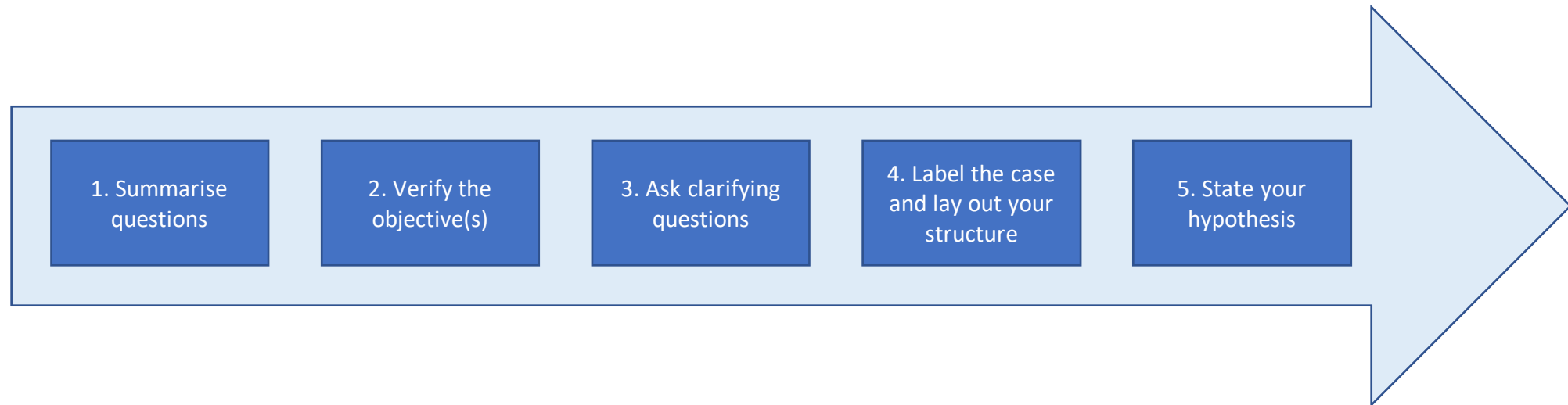
# Purpose of Business Case



# The Case Commandments

1. Listen to the question
2. Take Notes
3. Summarize the question
4. Verify the objective (s)
5. Ask clarifying questions
6. Organize your answers
7. Hold that thought for “one alligator” – think before you speak
8. Manage your time
9. Work the numbers
10. Be coachable
11. Be creative and brainstorm
12. Exude Enthusiasm and a positive attitude
13. Bring closure and summarize

# Ivy Case System





# The four key scenarios

**1. Profit and Loss**

**2. Entering a new  
market**

**3. Pricing**

**4. Growth and  
increasing sales**

# 1. Profit and Loss

$$P = R - C$$

**Profit = Revenue – Costs**

$$(E) P = R - C (M)$$

**E represents the economy**

**M represent the industry  
or the market**

**1: Start from the current  
economy, the parts that  
affect the industry (E)**

**2: Ask about industry  
trends and competitors (M)**

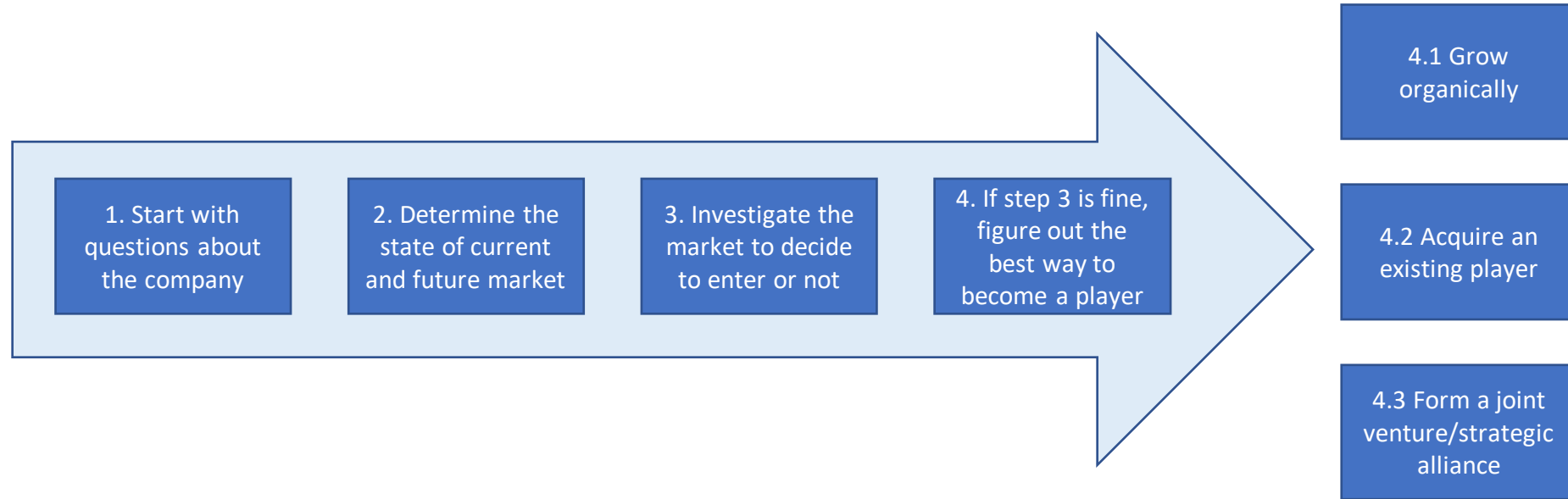
**3: Ask questions about the company**

**4. Review the revenue streams**

**5. Analyse price and volume**

**6. Highlight solutions to raise profits**

## 2. Entering a new market



# 3. Pricing



**1. Investigate the  
company**



**2. Investigate the  
product**



**3. Determine a pricing strategy:**  
**Competitive analysis**  
**Cost-based pricing**  
**Price-based pricing**

## 4. Growth

**1. Learn about the company and its size, resources and products**

**2. Investigate the industry**

- a. Expand the number of distribution channels**
- b. Increase product line**
- c. Acquire a competitor**
- d. Adjust pricing**

# For More information

[Kian.Kajbaf@gmail.com](mailto:Kian.Kajbaf@gmail.com)

Look for Carriera & Successo on  
LinkedIn

