



C&S

How to break into consulting?

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Life Coach Certificate –
New Skills Academy

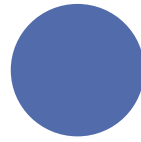
Who am I?

- 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?



**Review of the
four key
scenarios**



**Main Questions
to ask in each
scenario**



**The most popular
Frameworks**

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

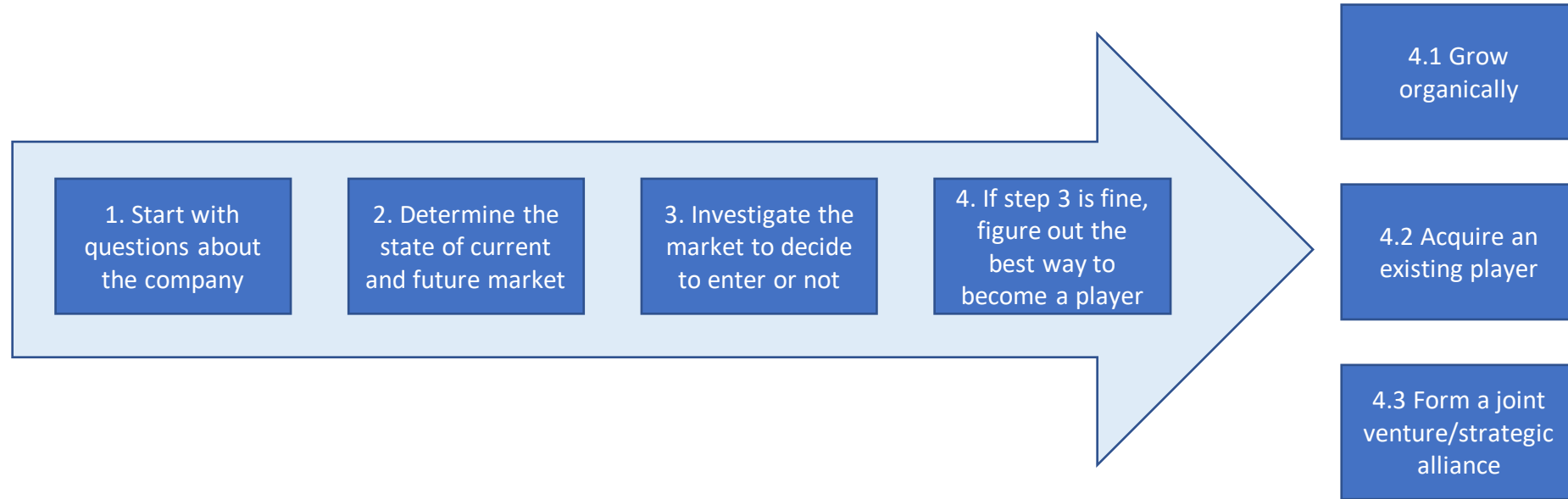
5. Analyse price and volume

6. Highlight solutions to raise profits

Potential Questions to ask

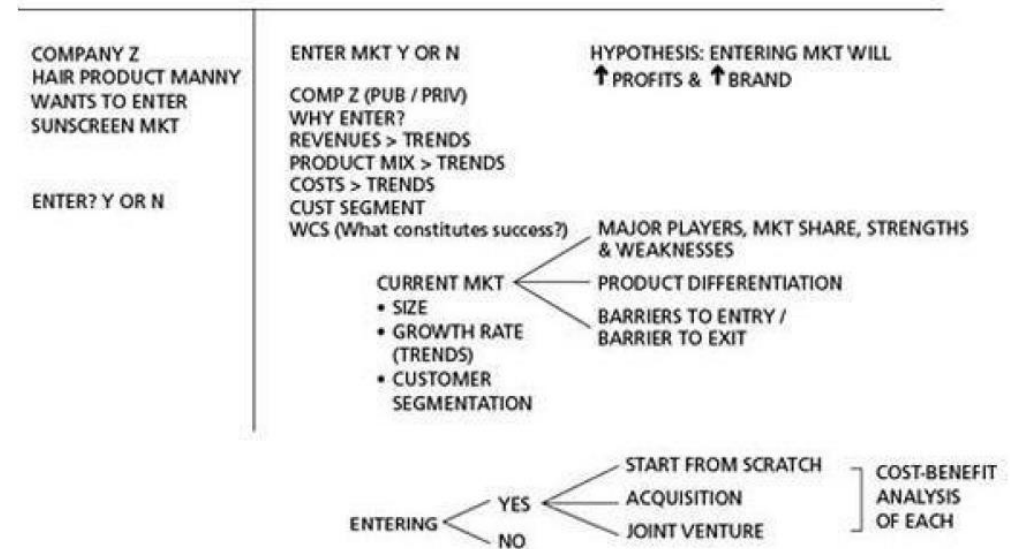
1. What are the major revenue streams, and what % of revenue each stream represent?
2. Does anything unusual happened in the balance of %?
3. Have the % changed lately? If so, why?
4. Any major shift in costs?
5. Do any cost not seem in line?
6. If we benchmarked our costs against competitors' costs, what would we find?
7. With new products make sure you ask about advantages and disadvantages

2. Entering a new market



Potential Questions to ask

1. Why does the company want to enter this market?
2. What are their revenue streams and trends?
3. What are their costs and how have they changed over time?
4. What constitutes success?
5. What is the size of the current market?
6. What the growth rate? Where is the industry in its life cycle?
7. Who are the customers?
8. How will competition respond?
9. Who are the competitors?
10. How will we price our products or services?
11. Are substitutions available?
12. Are there any barriers to entry?
13. What are the risks? (regulations)



3. Pricing



**1. Investigate the
company**



**2. Investigate the
product**



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

Potential Questions to ask

1. How big is the company? What product does it have?
2. Is the company market leader?
3. What is their objective (profits, market share)?
4. Is it in charge of its own pricing? Or reacting to suppliers?
5. Or reacting to suppliers, the market, the competitors?
6. How the product compares to the competitor? Substitutions?
7. Where is the product in its cycle?
8. Is there a supply-and-demand issue?

COMPANY S
DEVELOPED A NEW
TABLET
HOW SHOULD THEY
PRICE IT?

DETERMINE PRICE
COMP S (PUB / PRIV)
MKT LEADER
REVENUES > TRENDS
PRODUCT MIX > TRENDS
COSTS > TRENDS
CUST SEGMENT
WCS

PRICING STRATEGIES
COMPANY OBJECTIVES
COMPETITIVE ANALYSIS / SUBSTITUTIONS / COMPETITIVE RESPONSE
COST-BASED PRICING
PRICE-BASED COSTING

HYPOTHESIS: CAN'T FORM YET, LIMITED
INFORMATION (need to know company
objective)

Always to check

Industry Analysis

Company

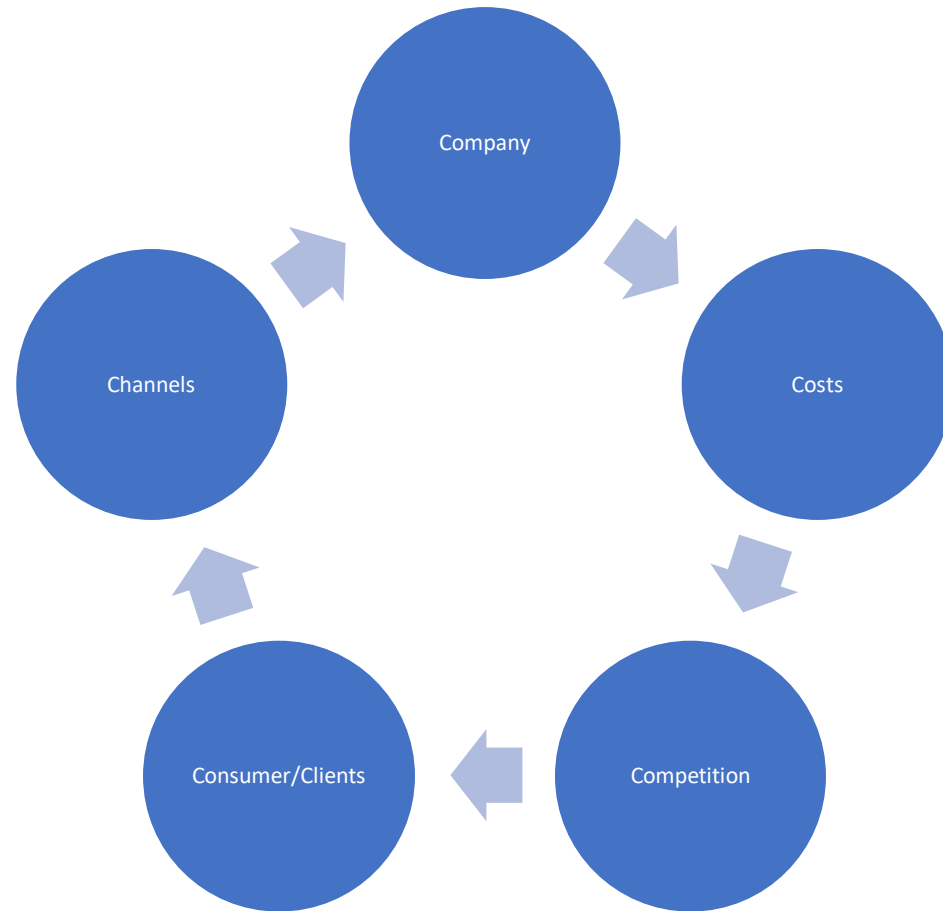
Products

Customers

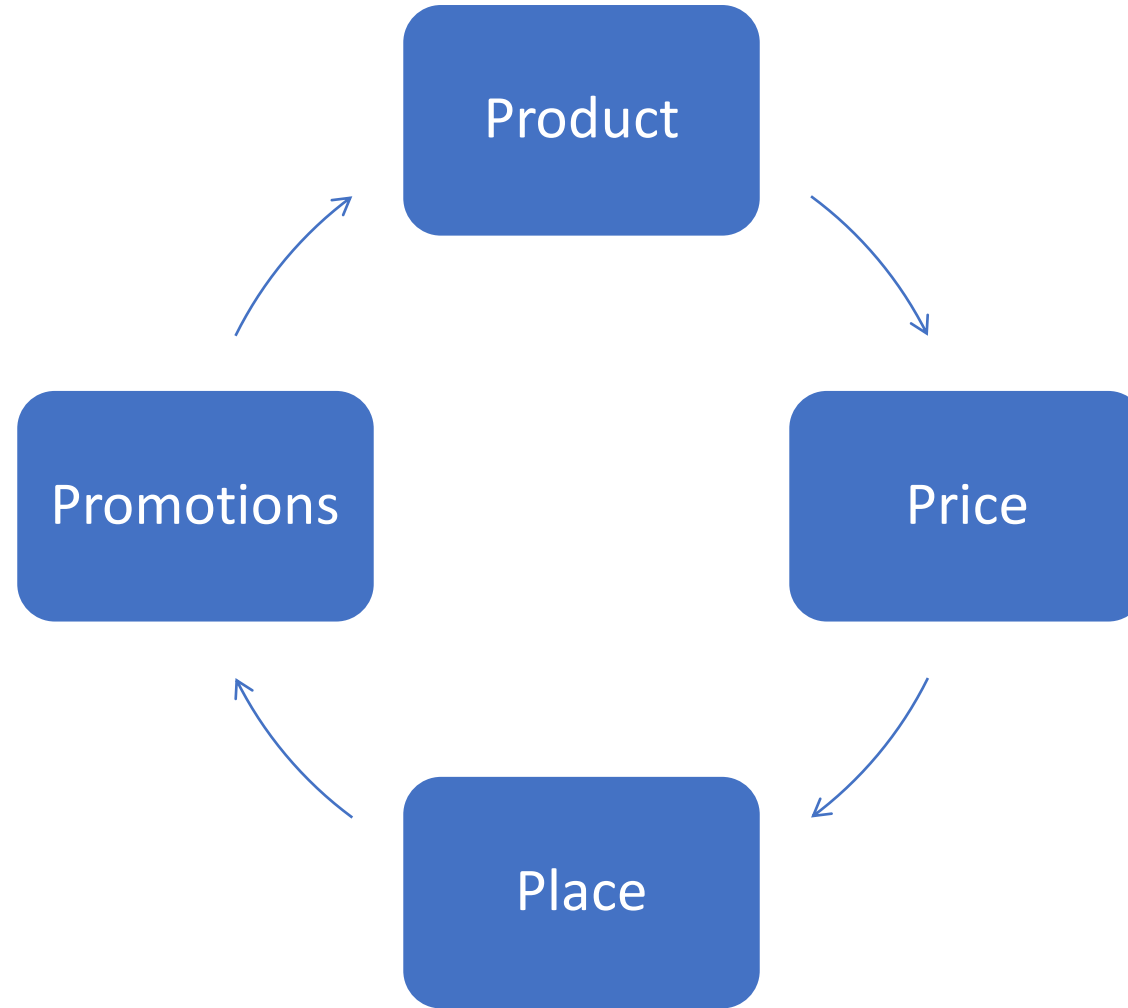
Competition

Objective

Five C's



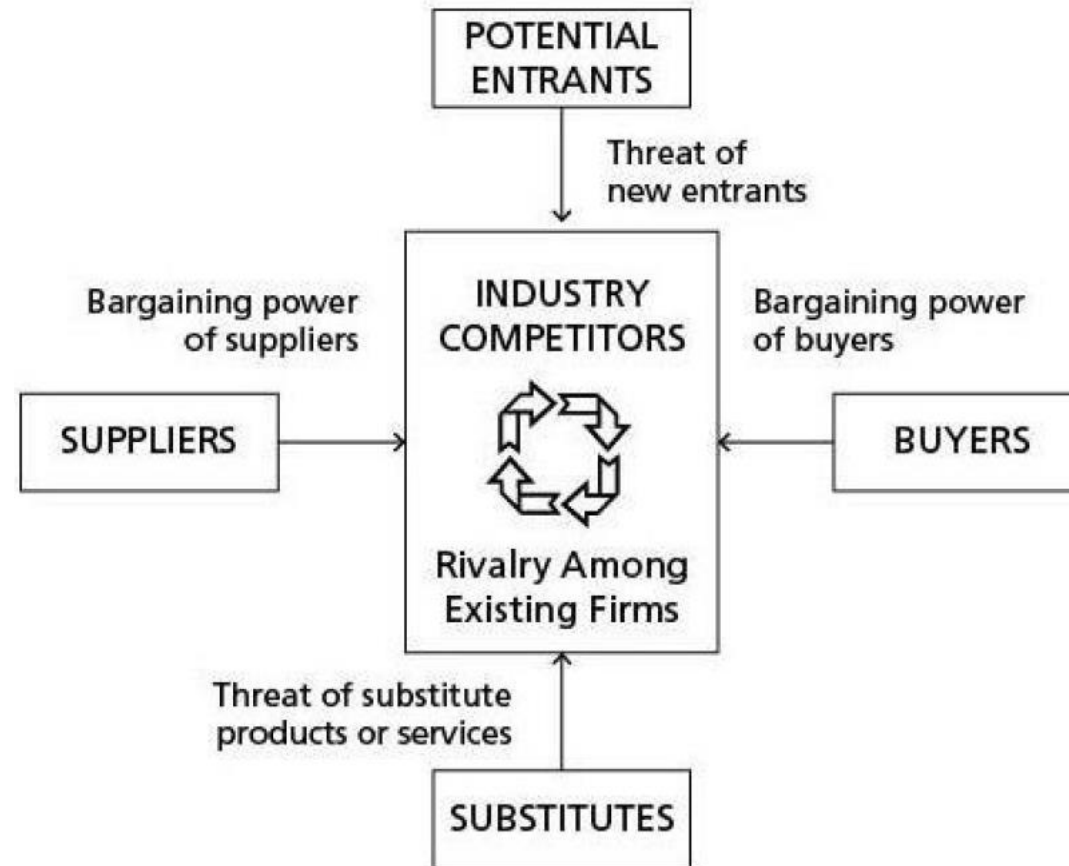
Four P's



BCG Matrix

		MARKET SHARE	
		HIGH	LOW
GROWTH	HIGH	★ STAR	? QUESTION MARK
	LOW	\$ CASH FLOW	X PET

Porter's Five Forces



For More information

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Look for Carriera & Successo on
LinkedIn

