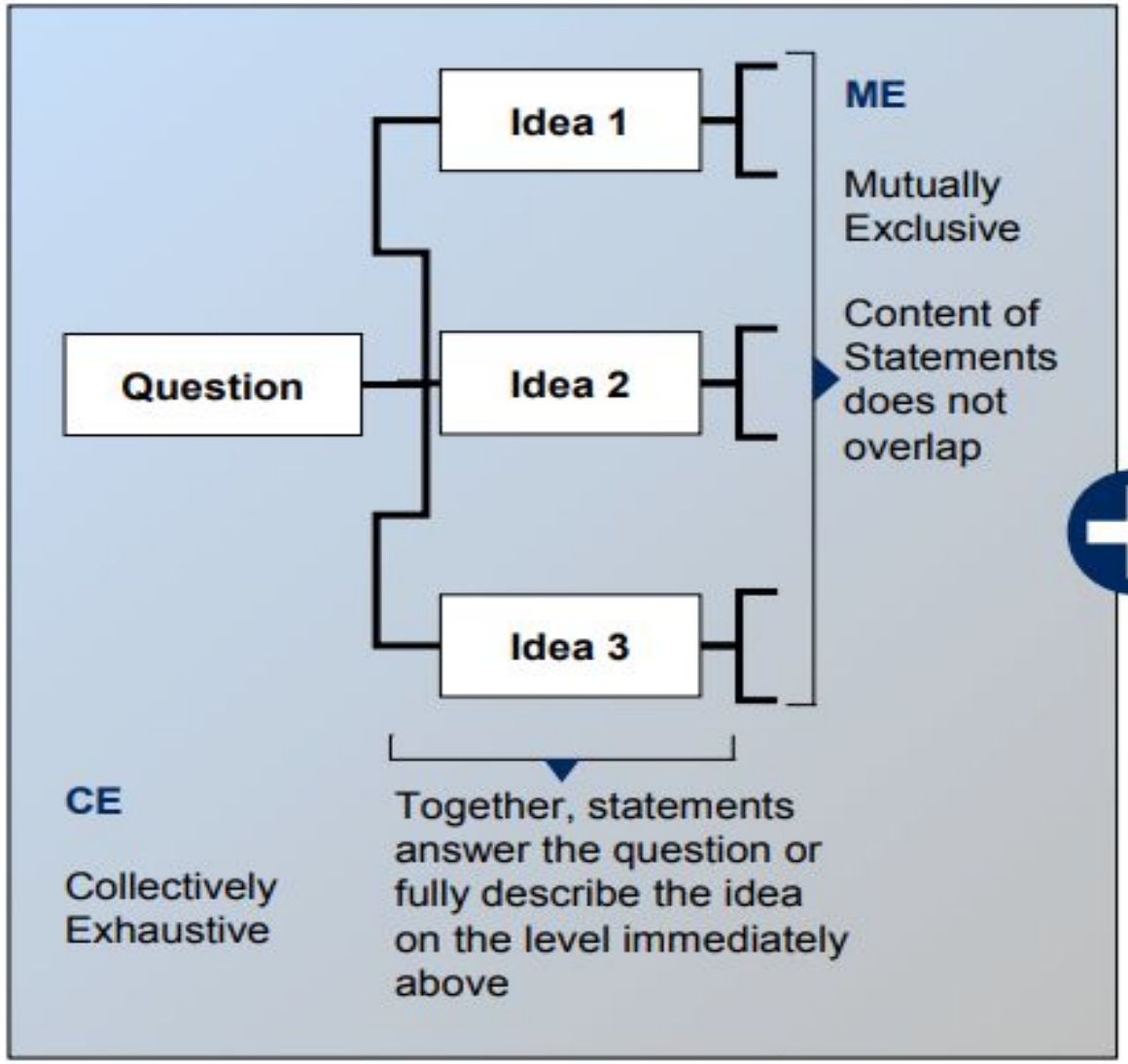
Main stages of solving case:

- Hypothesis/Problem Statement
- Framework/ Issue tree
- Drill down analysis
- Synthesis

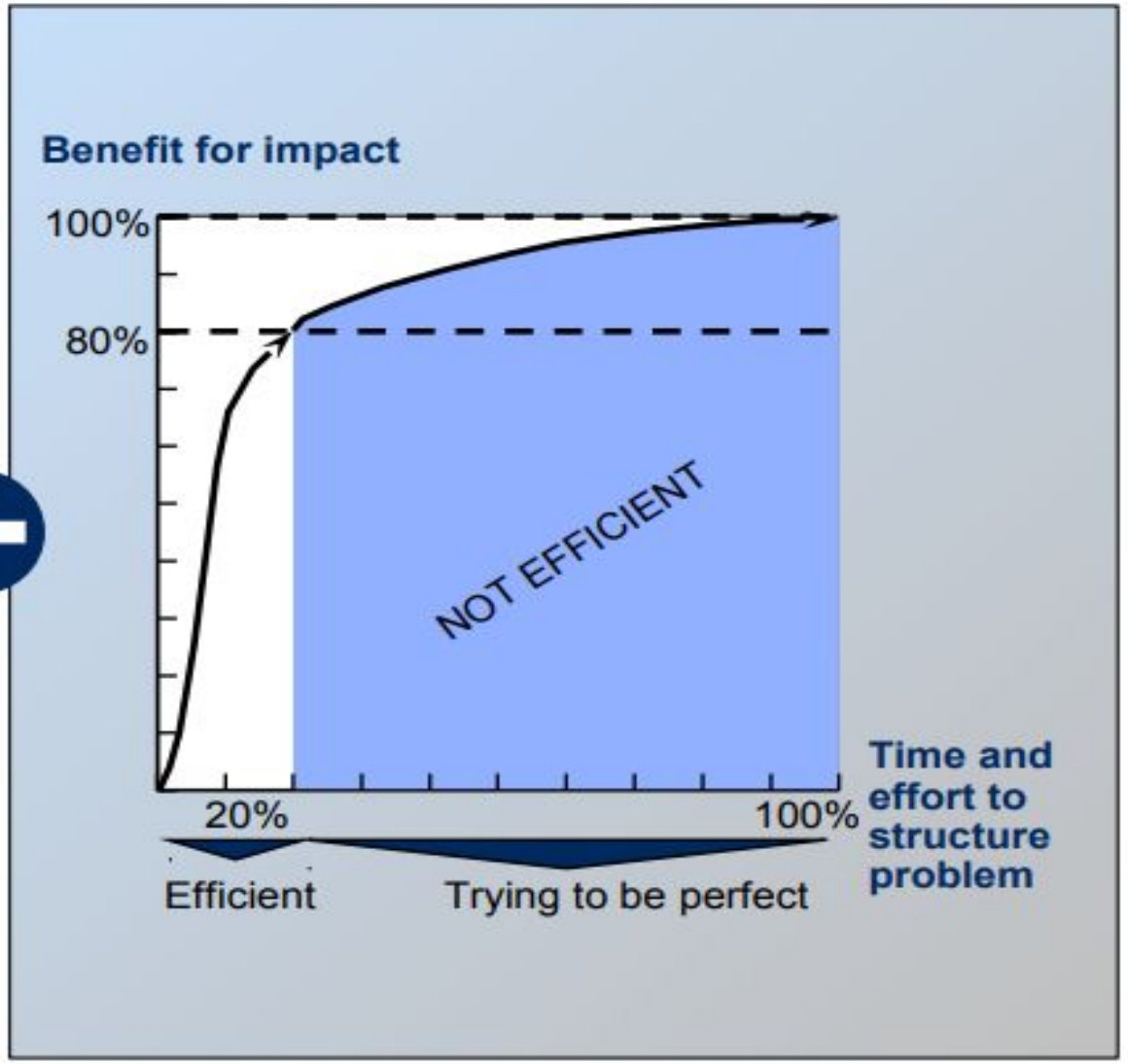
Issue tree

- To break a problem into component parts
- To help focus team efforts/ helps divide the work among team members
- Helps to start analysis when you know little about the problem

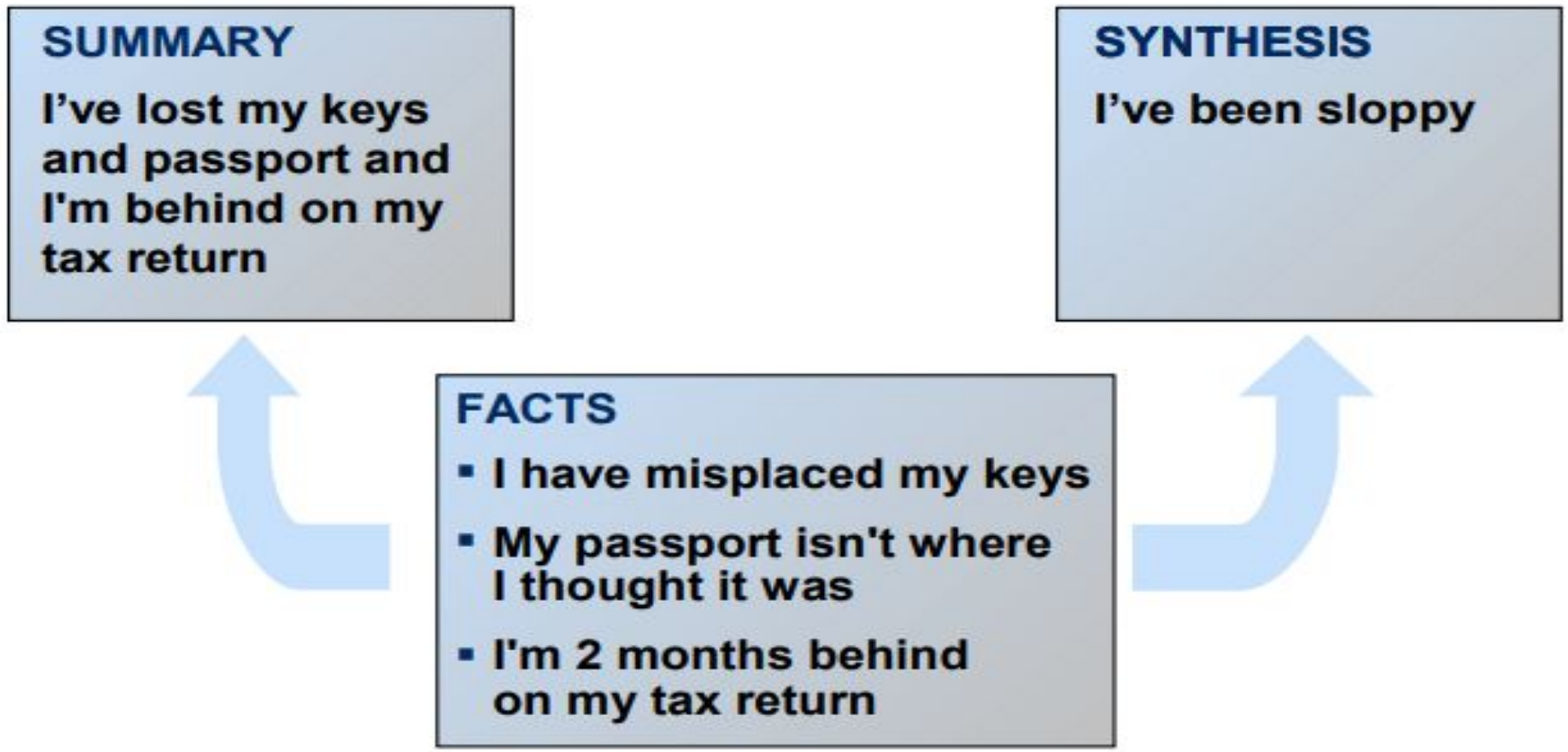
Mutually Exclusive Collectively Exhaustive



80/20 rule



Summary versus synthesis: extracting a higher level of meaning



MECE= Mutually Exclusive Collectively Exhaustive

#1 Prioritize your hypothesizes

#2 Don’t Jump Around Arbitrary

#3 Drill down

#4 Right Synthesis

#5Don’t Duplicate information in your Issue tree

#6 Opportunity to work independently inside a team. Everyone does his own part.

Types of Frameworks

- **The Profitability Framework**

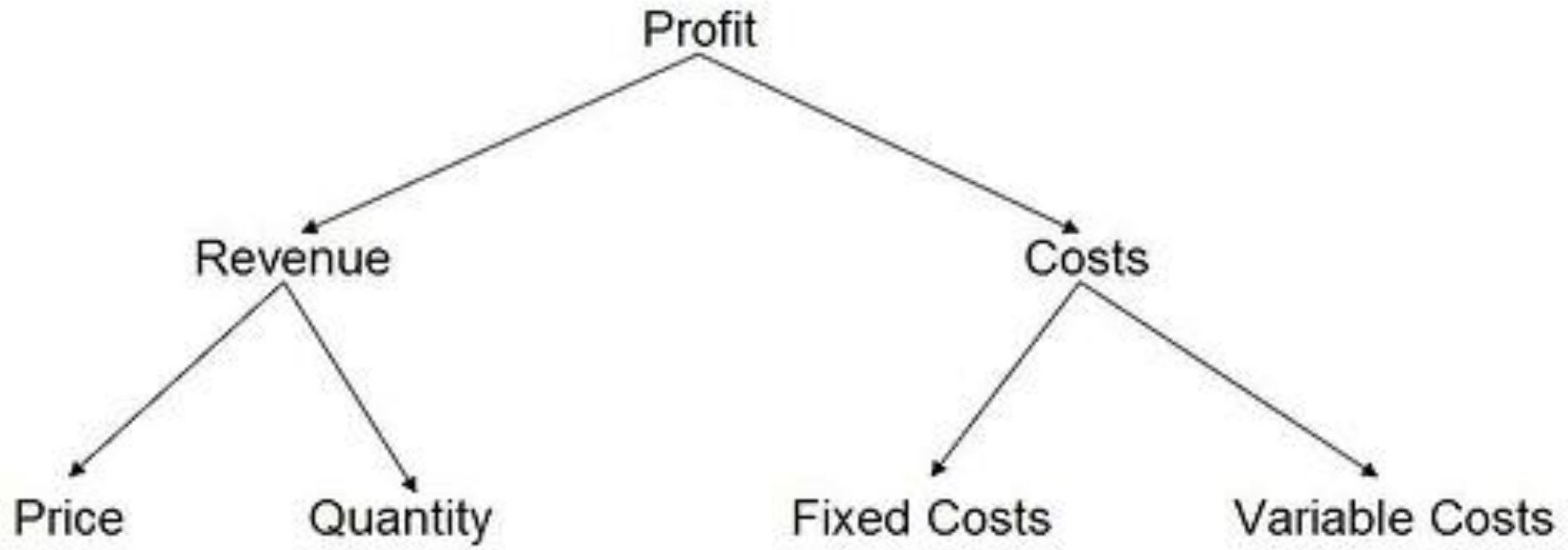
  -Cases: client is losing money, flat sales and etc.

- **The Business Situation Framework**

  - New market entry, new product, developing and growth strategy

- **The Mergers and Acquisitions Framework**

  - Helps determine the conceptual reasons for acquiring another company

Most-used Framework: The Profit Tree

Profit= Revenue-Cost