

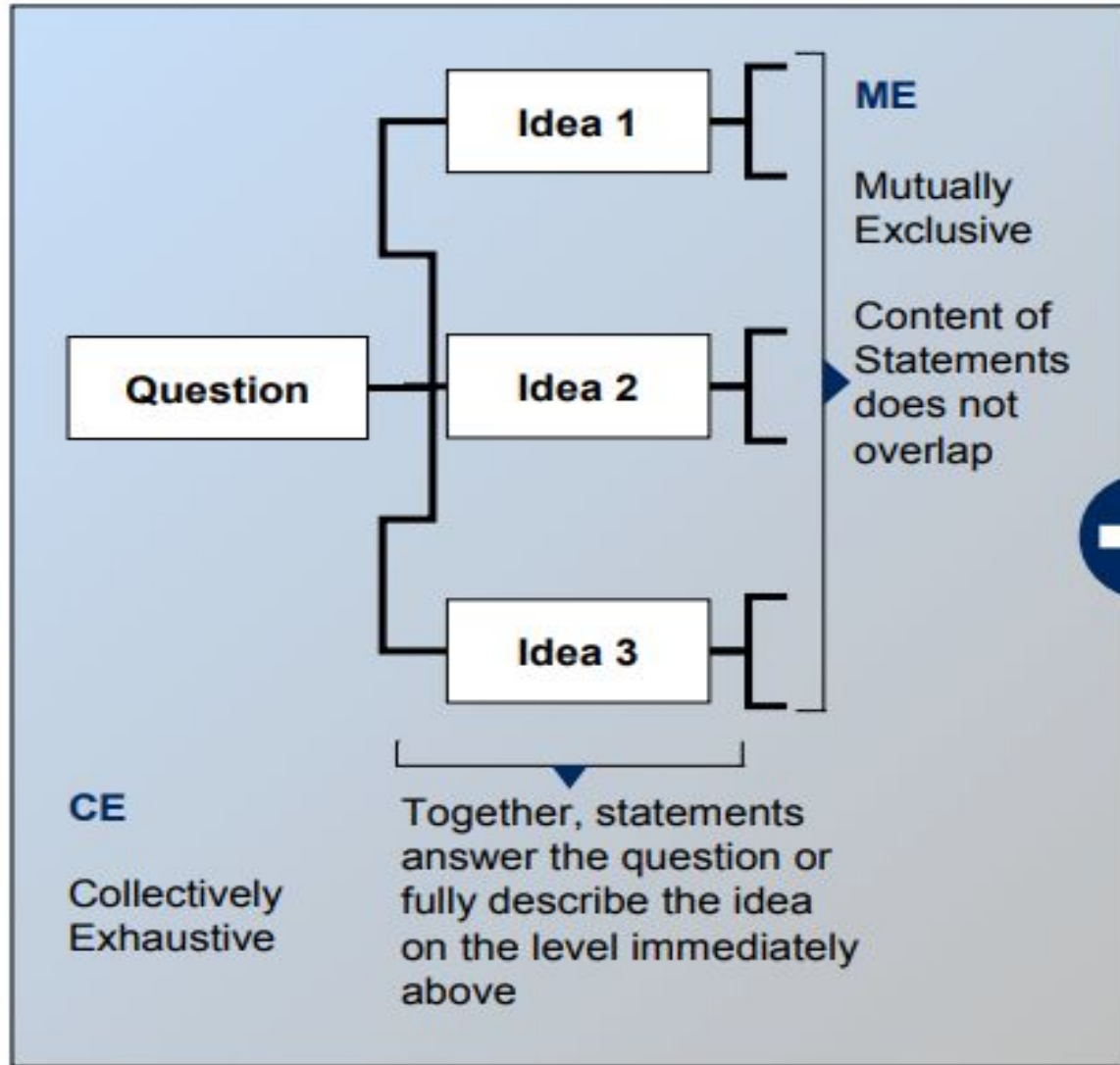
# Main stages of solving case:

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

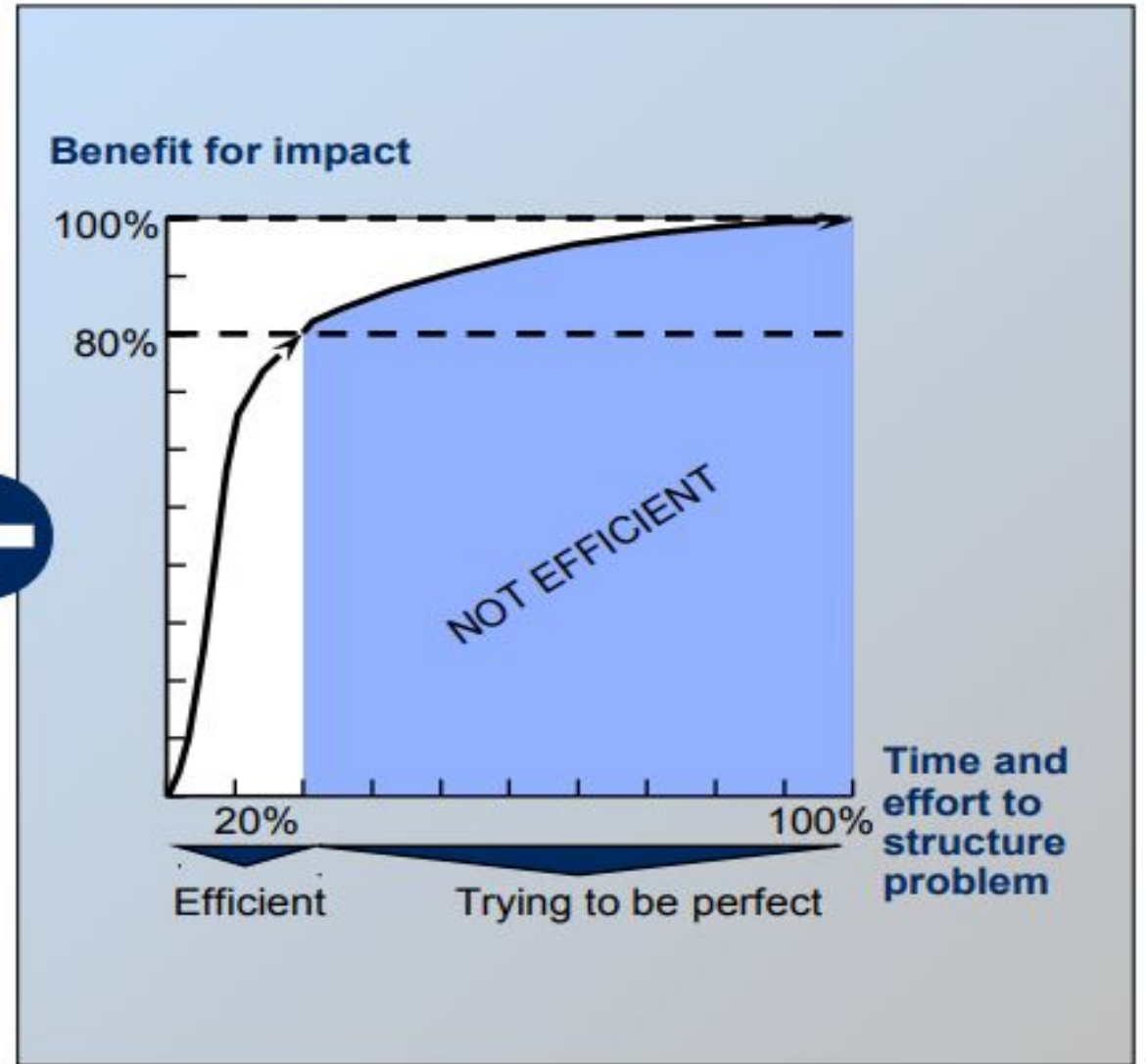
# Issue tree

- 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

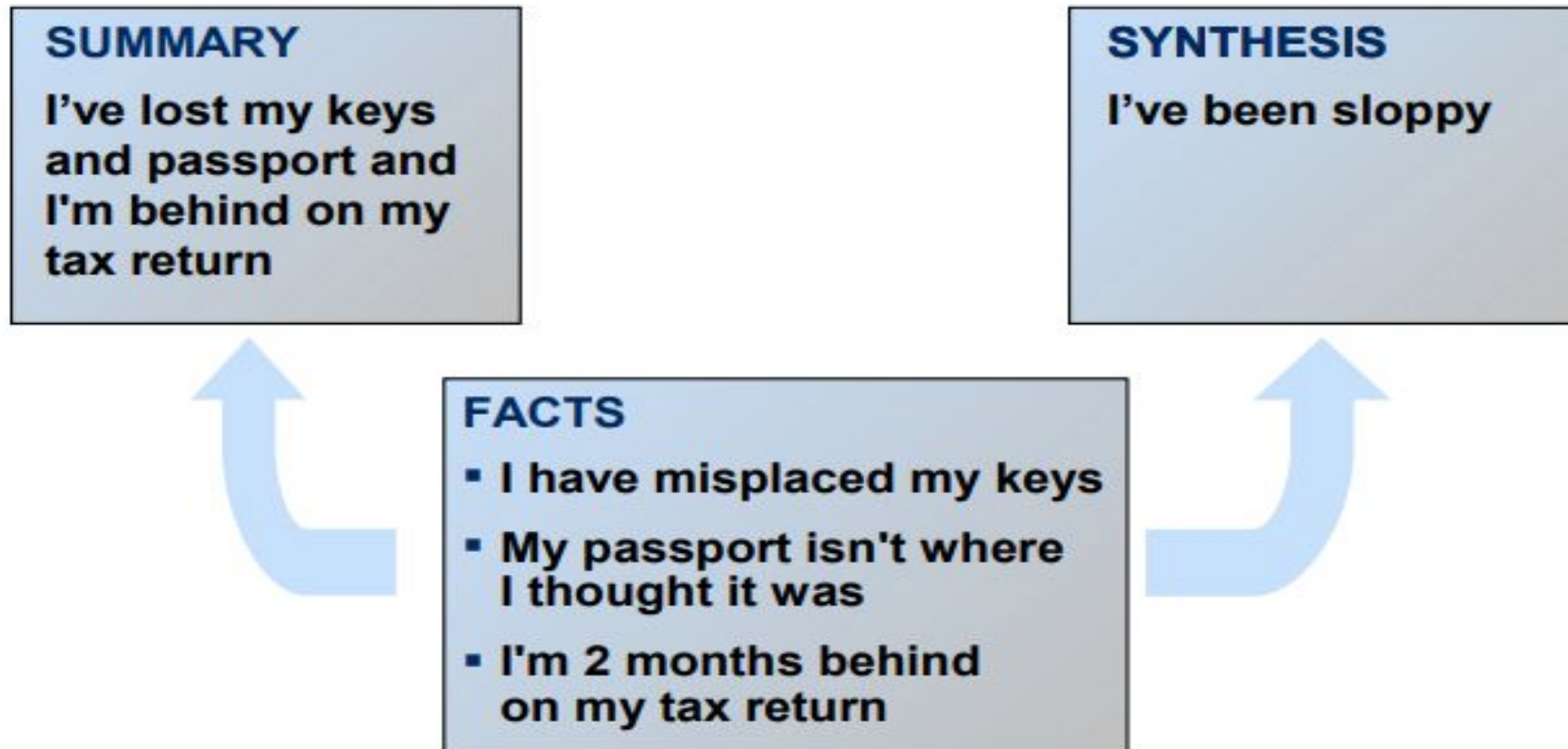
## Mutually Exclusive Collectively Exhaustive



## 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

#5 Don'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

$$\text{Profit} = \text{Revenue} - \text{Cost}$$

