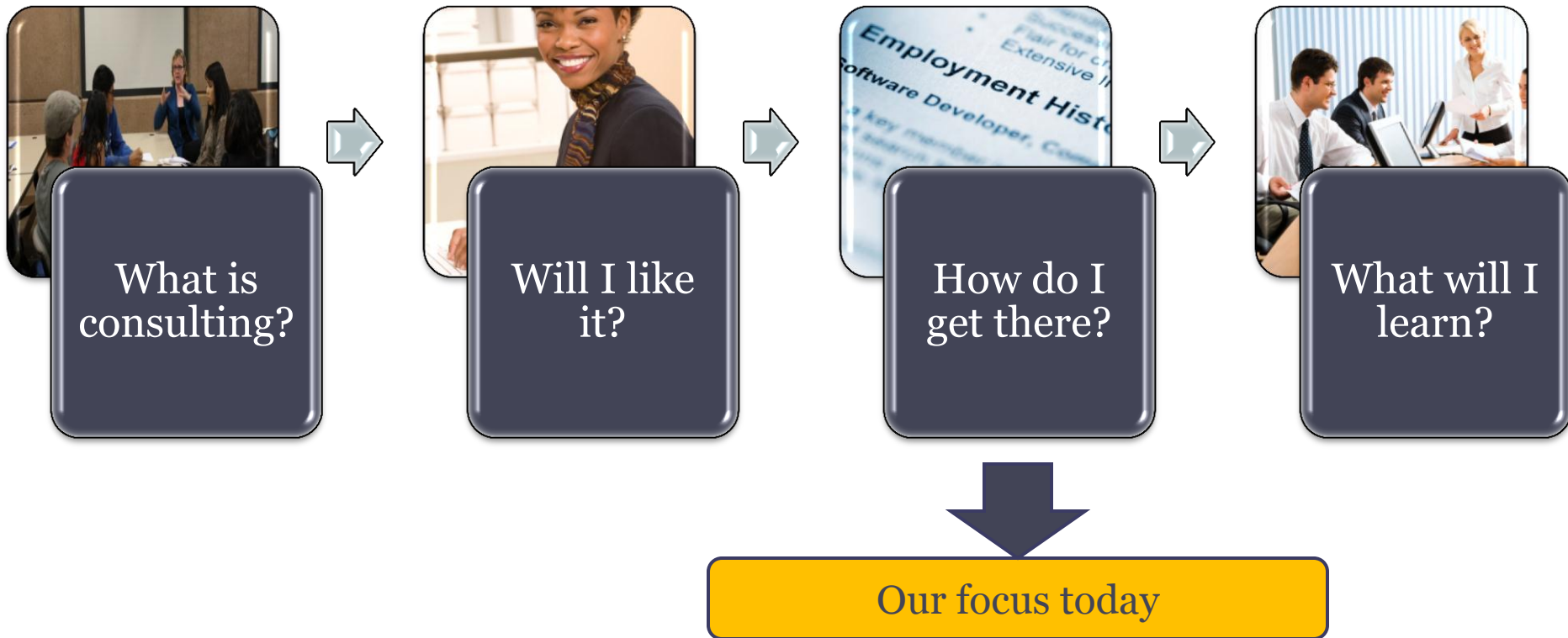


Preparing for Consulting Careers

2012

Agenda



How do you differentiate yourself through the cycle?

- Resume
- Cover letter
- Informational interviews
- Preparing for interviews
 - Case prep
 - Reading charts / analysis

Prepare yourself to be a great candidate

Resume

Talented
Someone
Smart
Intelligent
Positive
Team-player
Problem-solver
Technical
gets
Leader
Empathetic
results
Hard-working
Run-through-walls
Client-focused
Enthusiastic
Energetic
Resourceful
Analytical

Prepare yourself to be a great candidate

Cover letter

- Try to be engaging
- Review examples in [Daily Muse](#), reminding you about the good, bad and ugly of cover letters
- Other great resources include:
 - [Writing effective cover letters](#)
 - [Career Essentials, Cover Letters](#)

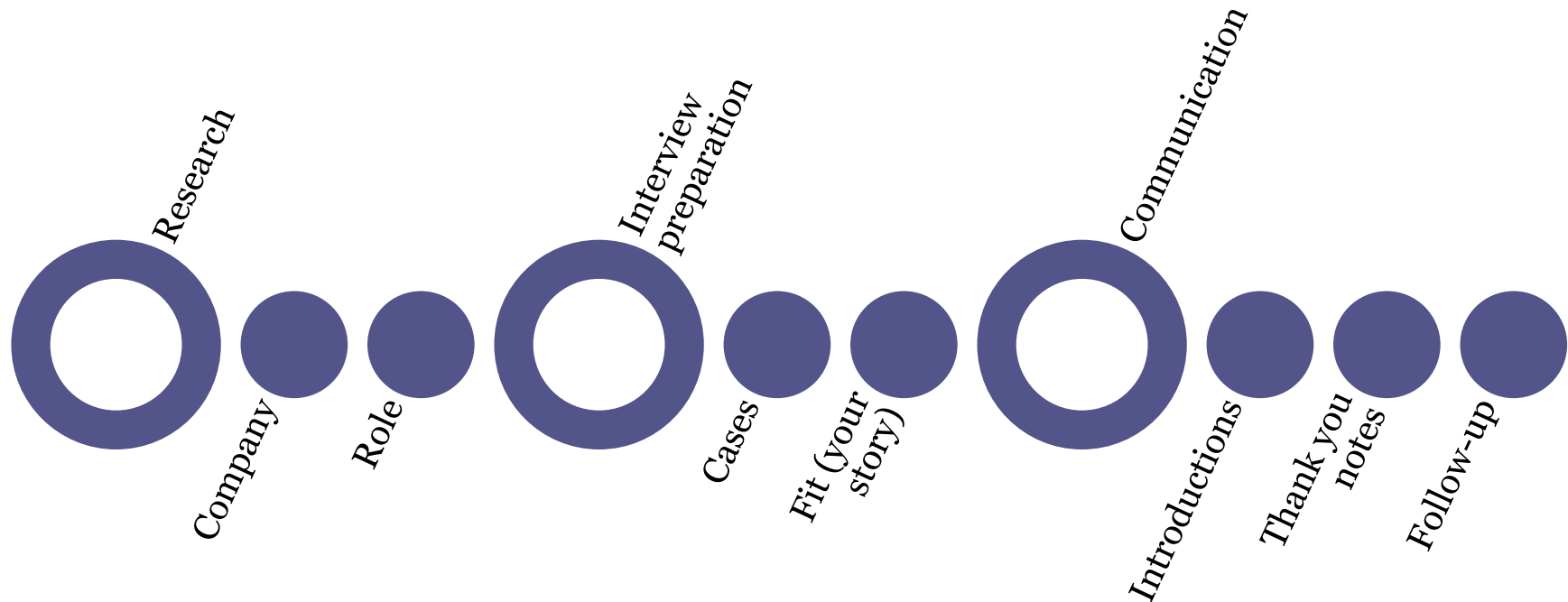
Informational interviews

Informational interviews

- Coffee chats on campus
- Visits to cities w/consultants you know
- Use LinkedIn to search for potential contacts

Prepare for a rigorous interview process

Case interview
prep



What are case interviews actually like?

Case interview
prep

Brain teasers

Microwaves

Manhole
cover

Guesstimates

Fire trucks
in the US

Kites

Business cases

Ice Cream

Pizza plans

Practice for cases across mix of industries and functions

Functions

Industries	Growth strategy	Performance improvement (cost)	Operations	Marketing	Org Design	M&A
Healthcare						
Consumer goods						
Industrials						
Transportation						
Commodities (mining)						
Retail						
Telecom						
Financial services						
Media						
Utilities & energy						
Technology						
Social good						

Print the next page... try to check off as many of the squares as you are practicing cases to reflect the variety of cases you could receive

Practice for cases across mix of industries and functions

Functions

Industries	Growth strategy	Performance improvement (cost)	Operations	Marketing	Org Design	M&A
Healthcare						
Consumer goods						
Industrials						
Transportation						
Commodities (mining)						
Retail						
Telecom						
Financial services						
Media						
Utilities & energy						
Technology						
Social good						

Practice cases

Cases:

Fire trucks in the US

**How many fire trucks are there
in the US?**

Cases:

Fire trucks in the US

Possible solution 1

- A: Grew up in a town/city w/population of #
- B: We had ~# fire stations
- C: Each fire station had ~# fire trucks
- D: So, in our town we had, $A/(B+C)$ people per fire truck
- Answer: Roughly 300M people in US, so $300M / D =$ number of fire trucks

Possible solution 2

- US is approximately 3M square miles
 - Of the area, 75% is rural, 20% is suburban, 5% is urban
- NOTE: determine ## of sq miles a truck can cover by speed in can travel in X minutes*
- In a rural area, there is one fire truck per ## sq miles
 - In suburban areas, there are two fire trucks per station and a station can cover ## sq miles
 - In urban areas, there are three fire trucks per station and a station can cover ## sq miles

Solutions: Fire trucks in the US

Possible solution 1

Town	30,000
Fire stations	1
People per FS	30,000
People in US	300,000,000
# of FS in US	10,000
Trucks	3
Trucks	30,000

Possible solution 2

	% of land	Sq miles by type	Sq miles / station*	Trucks / station	Trucks
Rural	75%	2250000	400	1	5,625
Suburban	20%	600000	225	2	5,333
Urban	5%	150000	25	3	18,000
Total		3000000			28,958

Cases: Kite sales

**What is the value of all kites
sold in the US each year?**

Cases:

Specialty ice cream company

Our client offers specialty ice cream products to supermarkets nationwide.

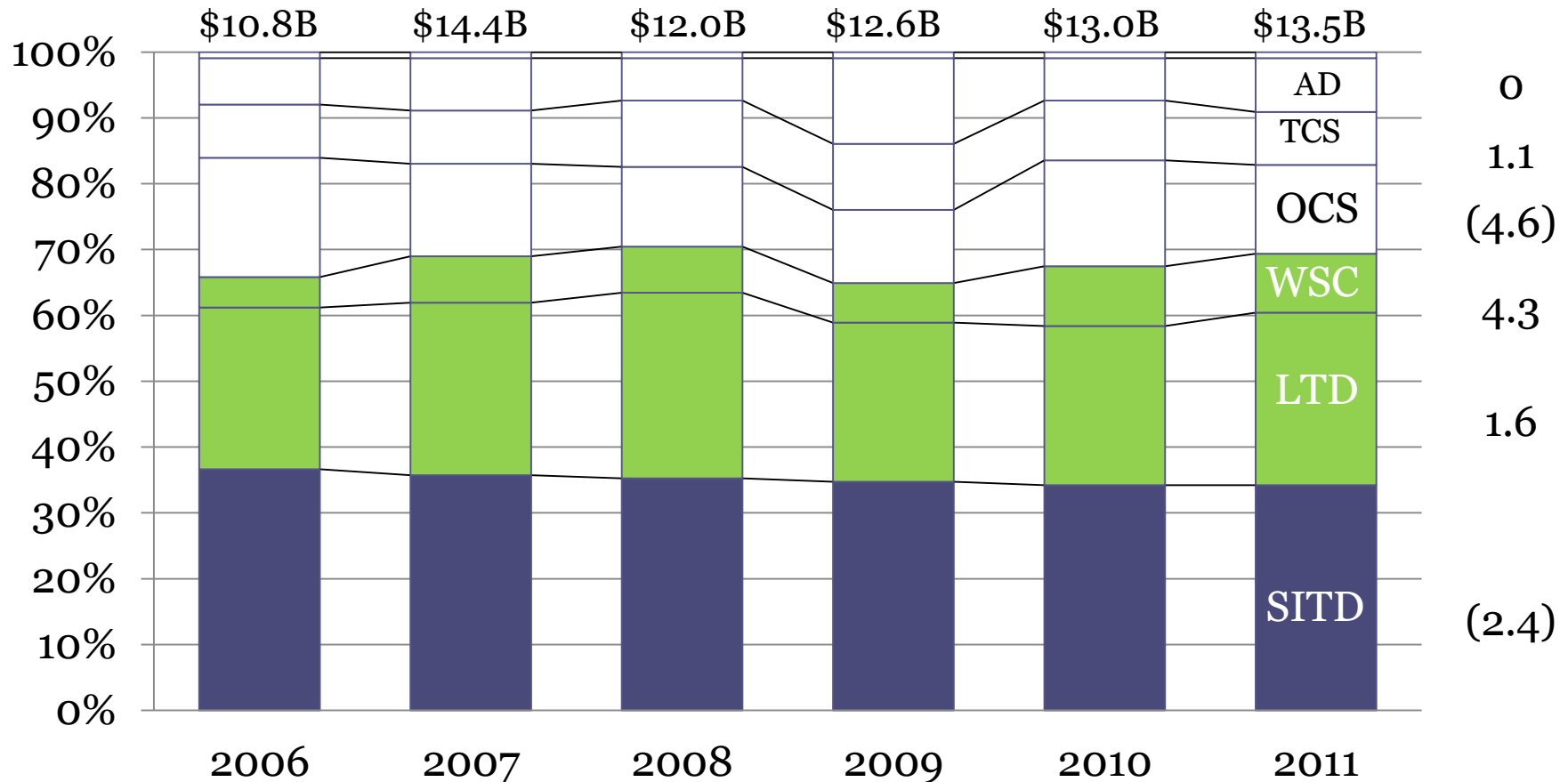
While sales are increasing, profits are decreasing and our customer wants to know why.

Reading charts

What can you tell me from this chart?

US retail sales of replacement tires (\$B)

Change in share points (2006-11)

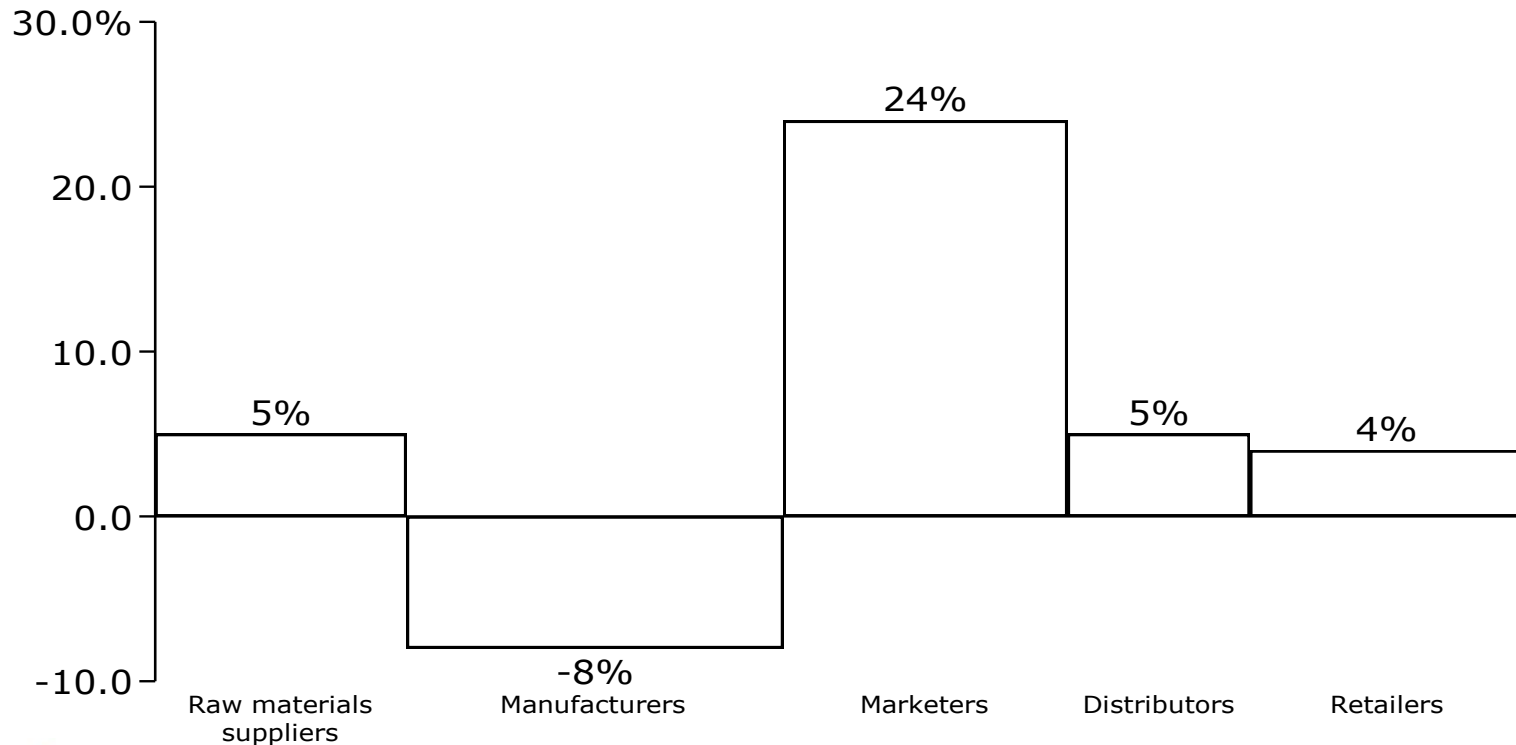


What can you tell me about this market?

Consumer goods company

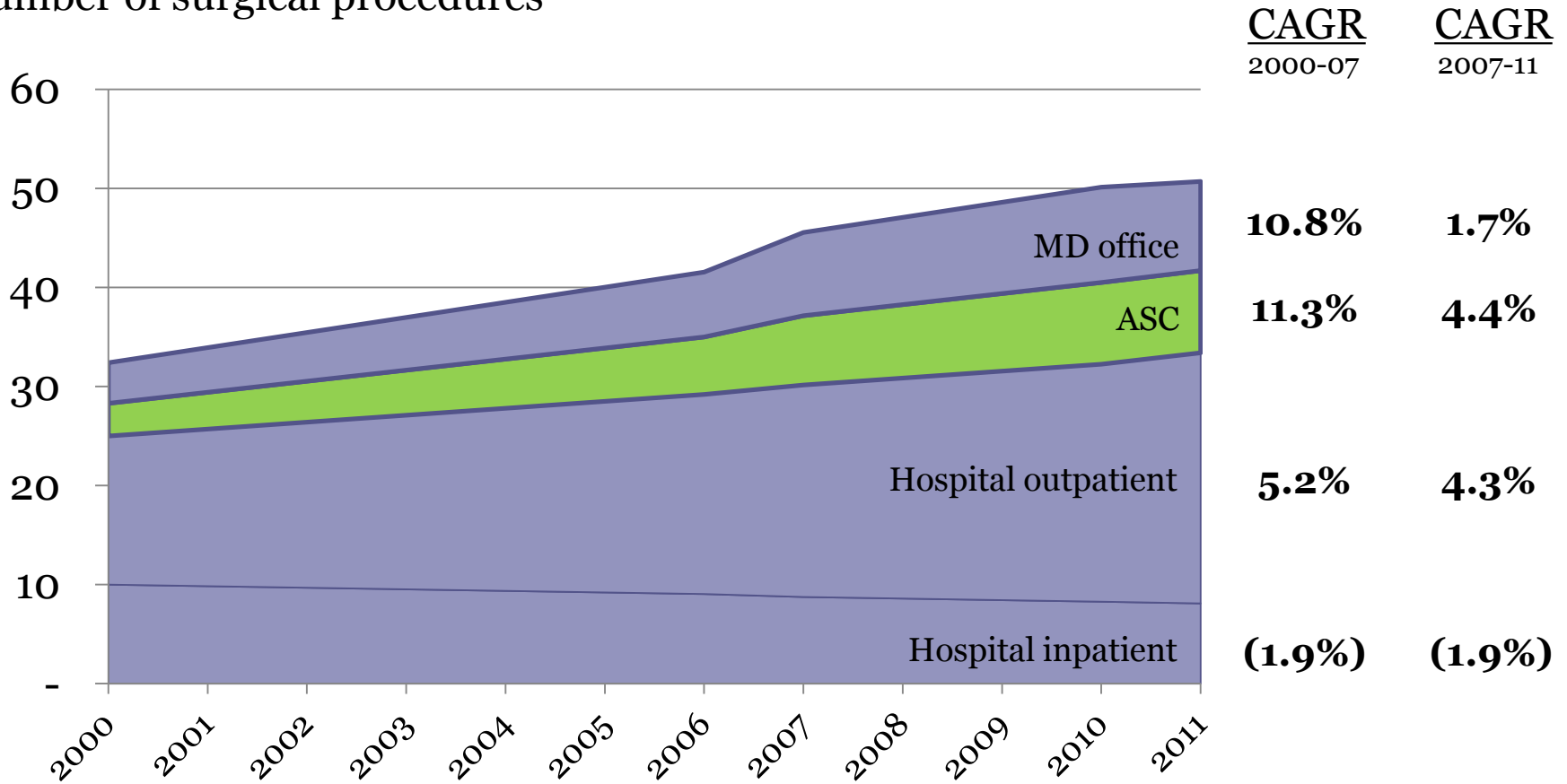
EBIT margin

Total Revenue = ~\$13.5B



What can you tell us about surgery trends?

Number of surgical procedures



CAGR
2000-07

CAGR
2007-11

10.8%

1.7%

11.3%

4.4%

5.2%

4.3%

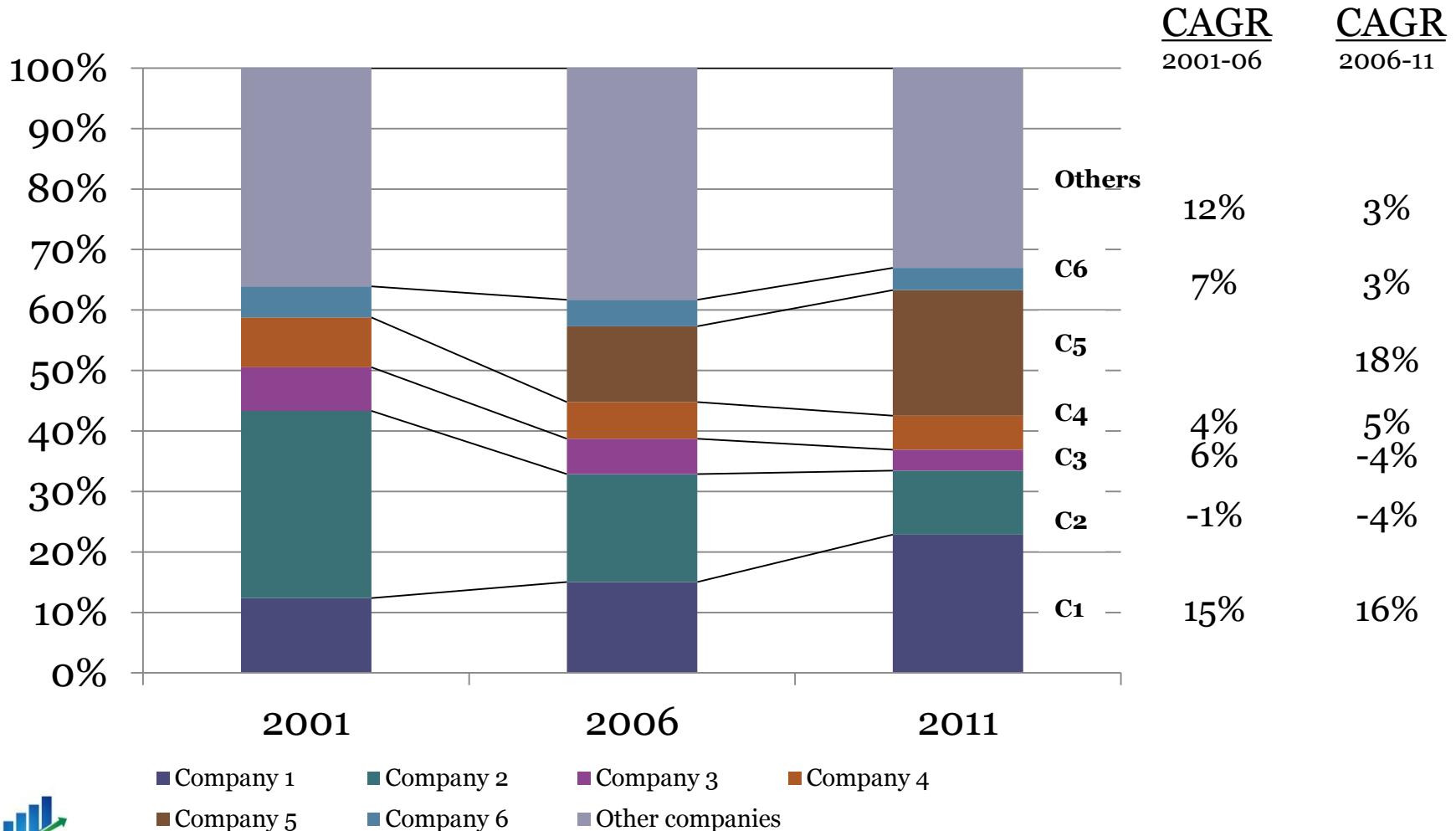
(1.9%)

(1.9%)

■ Hospital inpatient
■ ASC outpatient

■ Hospital outpatient
■ MD office surgery

What can you tell me about the market for recreational vehicles?



Company 1
 Company 2
 Company 3
 Company 4
 Company 5
 Company 6
 Other companies

Questions

Contact

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andrea.sparrey@careerinvestmentadvisors.com

Case solutions

Cases: Kite sales

**What is the value of all kites
sold in the US each year?**

Cases:

Kite sales

Possible solution 1

- A: Number of households in the US
- B: % of households that buy a kite each year
- C: Number of kites bought in households that buy kites
- D: Average cost of a kite
- E: $A * B * C * D$

Possible solution 2

- Breakout type of kites purchased
 - A: \$2 cheap ones from Wal-Mart, drug stores
 - B: ~\$20 Higher-end kids kites
 - C: ~\$50 Professional-style kites
- Estimate number for each
 - A: 1 per household in the US each year (some will buy more than one, e.g. one per child, but many households will not buy any)
 - B: Probably something that a household will buy once in 10 years, maybe even less frequently
 - C: Something purchased once / year by a very small group of people, very interested

Solution: Kite sales

Possible solution 1

**Note: you could suggest a range to make estimates more accurate*

# of Households		100 M
% buying kites	25%	25 M
# of kites bought per HH	1.5	37.5 M
Price per kite	\$30	\$1,125 M

Possible solution 2

	Price	Number	Frequency	Total
Cheap kites	2	100	1	\$ 200M
Medium kites	20	100	5	\$ 400M
Expensive kites	50	1	1	\$ 50M
Total				\$ 650.00

Add'l note: Numbers do not tie... they almost certainly will not for something like this. That's why it is so helpful to talk through your logic / approach with the interviewer.

Cases:

Specialty ice cream company

Our client offers specialty ice cream products to supermarkets nationwide.

While sales are increasing, profits are decreasing and our customer wants to know why.

Background: Specialty ice cream company

Sales

