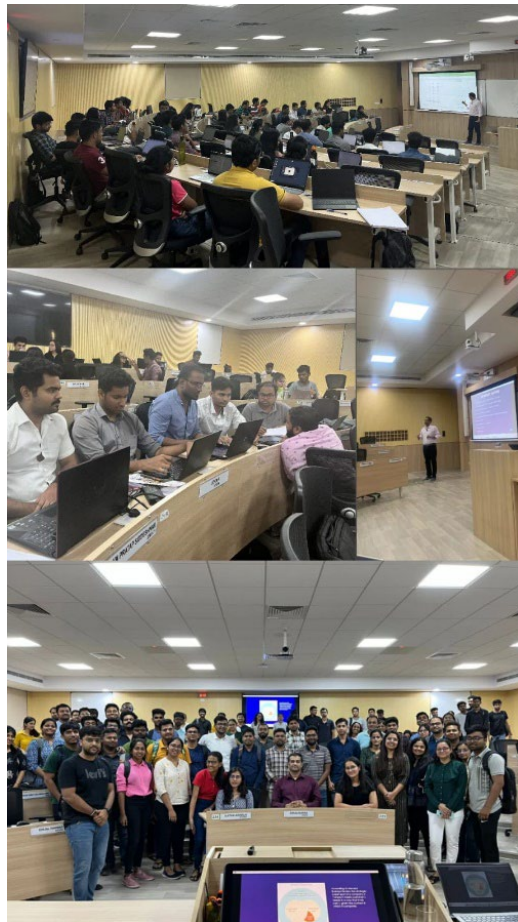




STRATEGIC CASE SOLVING TECHNIQUES

A Workshop by Vyuham- The Consulting Club



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INTRODUCTION

The workshop was expertly conducted by Mr. Abhisek Salecha on 21st & 22nd October 2023. As the co-founder of Fore Vision, he brought a wealth of knowledge and practical insights to this session. With a rich experience spanning over a decade, Abhisek possesses an adept understanding of the intricacies involved in strategic case solving. Furthermore, his educational background, which includes an MBA from NMIMS, only accentuates his credibility and depth of expertise in the domain. Under his guidance, the workshop was not only informative but also provided us with hands-on experience, equipping us with the tools and methodologies to tackle real-world business challenges.

THE MAIN EVENT

During the workshop, the attendees honed in Market Sizing techniques, diving into TAM, SOM, and SAM. Through practical examples like Zomato and Zudio, business revenue models were crafted to deepen understanding.

The students were introduced to key business frameworks, notably the Broad business framework, business model canvas, and VRIO Framework. Case Interview nuances were explored, along with the art of 'Guesstimates', where top-down, bottom-up, and supply and demand centric estimation techniques were taught. Additionally, multiple case strategy frameworks were explored.

Hands-on exercises included devising strategies for Hotstar's consumer retraction and plotting a forward-looking 5-7year roadmap for Maruti's EVs, aligned with market projections and organizational goals.

CONCLUSION

In conclusion, the workshop with the huge advantage of being an offline venture proved to be a hit; with the students who thoroughly and actively contributed and participated towards this enriching learning process.