Break-even Calculation = Fixed Cost / Contribution Margin; Fixed Cost / (Price – Variable Cost)

Debt Ratio = Total Debt / Total Assets

Debt-to-Equity Ratio = Total Debt / Total Equity

Four Cs (marketing from a customer's point of view): Convenience, Cost to the user, Communication, Customer needs and wants

Four Ps (starting or expanding a business): Product, Price, Place, Promotion

Gross Profit = Sales – Cost of Goods Sold

Gross Profit Margin = Gross Profit / Total Revenue

McKinsey’s 7 Ss (elements that make the organization successful; useful in re-organization cases):
  • Strategy
  • Systems (such as IT, compensation, performance evaluation)
  • Structure (organizational structure such as reporting structure)
  • Style (leadership and management style)
  • Skills (competitive advantage of the firm)
  • Shared Values (philosophy and values)
  • Staff (training and motivating)

Porter’s 5 Forces (understand both the strength of your current competitive position and the strength of a position you’re considering moving into):
1. Competition in the industry
2. Potential of new entrants into industry
3. Power of suppliers
4. Power of customers
5. Threat of substitute products

Profit = Total Revenue – Total Costs

Return on Assets = Net Income / Total Assets

Return on Equity = Net Income / Shareholder’s Equity

Return on Investment = Net Income / Initial Investment

SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats

Totals Costs = Fixed Costs + Variable Costs

Total Revenue = Price x Volume

Schedule an appointment with a Career Coach discuss interview strategies and conduct a mock interview.