

Structuring your questions

A logical sequence of topics will improve the flow of your interview

Section	Subsection
① Market	• Market definition & scope • Industry structure / value chain • Market segmenting • Market size & growth trends (by segments) • Underlying drivers / inhibitors of growth
② Competition	• Key competitors • Product portfolio & services • Competitive advantages (SWOT) & dynamics • Balance of powers (suppliers/buyers)
③ Customer	• Customer buying criteria • Customer lock-in (contracts, recurring patterns) • Changing requirements
④ Other	• Internationalization • Technology • Regulatory • Others