Growth Lead (Home Delivery) - Assessment

Congratulations! You have just passed the 1ˢᵗ phase of our recruitment process! The following assignment helps us better understand your analytical skills and business acumen.

Your first task is to support the team at Cilantro responsible of the Delivery Sales Channel to come up with a solution and a plan for their declining gross profit margins. The company has been offering an aggressive BOGO (buy 1 get 1 one free) promotion applicable on all beverage menu items for the last 3 months. The BOGO helped drive sales considerably since its launch at the expense of healthy profit margins.

Assume BOGO constitutes 40% of total sales since its launch in May and beverage to food sales ratio is 70/30 throughout both pre/post Bogo launch. Assume average beverage (excl. BOGO) and food product prices are 35 LE and 40 LE and have gross profit margins of 80% and 50% respectively.

Your second assignment is to come up with an analysis of Cilantro's sales performance at store and area level throughout the 4 months period. Hint: Your line manager is obsessed with dynamic visualization!

Make sure your plan covers all important aspects. Have your presentation short and concise (not more than 6 slides) and detailed computations inside the exercise sheet

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