We are absolutely thrilled you are interested to join us at Rohlik Group. By now we have spoken to you about your experience and personality in great detail. Next step is to find out how you tackle a task in reality.

**Business Optimisation Lead**

**Task:**

**Problem 1:**

Rohlik plans to introduce reusable bags. The supplier is able to provide us with a bag that can be

used up to 16 times. Cost of the bag is EUR 0,5, cost of washing is EUR 0,10. Paper bag cost is EUR

0,07. We use approximately 1m bags/month, in 300 000 orders, done by 100 000 customers, we

expect that every customer will keep one bag per month. How does the business case look like? How

to make the case work for Rohlik’s P&L and Rohlik customers? Have an excel or google sheet model

ready with you.

**Problem 2:**

Your friends ask you for help as a business consultant. They are thinking about opening a hot dog

stand in Prague and want your business advice and evaluation before they proceed. Should they do

it? What do the figures tell you? Is it a good idea? What would be your advice?

**Problem 3:**

One of the key differentiators of Rohlik’s customer proposition is a great Customer Care department

(call centre responding to emails, calls and chats). We can see that lately customer experience with

our customer care dept. is deteriorating, i.e. customer satisfaction is dropping down (CSAT has

dropped by 6 pp in the past month). You are tasked to figure out what is going on, reverse the trend

and improve the customer experience.

How would you solve this?

**Format**

Result of the case study should be captured in a format of your choice that is easily shareable with us during the next meeting. We don’t need you to write essays, clear and consistent content is much more important to us. Please send us the presentation materials of your Case study 1 day prior to the meeting so we can review and get ready for the talk.