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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.

**Product Owner Pricing, Assortment & Commercial Processes**

**Part A: Pricing & Promotions**

**Situation**

As Product Owner, you are responsible for setting the Pricing strategy of our Group and for delivering the pricing engine that operationalizes the strategy and calculates prices for the different countries, ideally in full automation. You also define and manage our price markdowns strategy and optimize our promotion program. Imagine that our pricing strategy were just at the beginning, processes are mostly manual with limited governance, and we don’t know exactly our price positioning and price image on the market.

**Task**

1. Propose 3 basic use cases, which the pricing engine should support. Estimate the business impact of 1-2 of these use cases, and any expected impact on customers
2. How would you approach the cooperation with local commercial teams in our countries?
3. Which requests would you have to BI and Machine Learning teams?
4. What is your long-term vision for a world-class pricing policy and engine? What are key milestones?

**Part B: Category Review Process**

**Situation (in addition, you should have received a presentation and a sheet with data)**

The pricing & assortment squad has created a framework for the systematic development assortments through internal and competitive benchmarks called category reviews. In this process you conduct a series of exercises to (a) identify and close assortment gaps, (b) identify and de-list assortment duplicates and (c) identify and stop margin leakage through low-profitability items. The framework comes with various tools for easy setup. You are now charged with the roll-out/ value creation for category reviews.

**Task**

1. Looking at the high-level data provided in the presentation, which sub-category(ies) would you prioritize for an in-depth category review and why?
2. Looking at the lower level data provided in Excel/ google sheets, which opportunities do you see in the prioritized sub-category(ies) from 1 (name at least 3)?
3. For the summer, we want to significantly reduce the number of chocolate SKUs. Ideally, we start by removing duplicates in the assortment. How would you systematically identify such assortment duplicates? You are not limited to the provided data, please describe your approach in detail.

**Additional Information:** The exercise should not take you more than a few hours to prepare. If you need additional data - ask for it.

**Format**

Please prepare a structured presentation (text or slides, up to you) for each of the points and assume key Q&A already in your preparation. The presentation will be pre-read by the interviewers so you may or may not need to present it but there will surely be a lot of probing questions.