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.

**Category Manager (Private Label)**

**Situation**

At Rohlik we have two kinds of private labels. The first one is the premium brand “Bez kompromisu” (in EN "No Compromise"), which is focusing on non-price-sensitive customers. Under this brand we would like to offer only excellent products that are highest quality and are from small & authentic local producers and farmers, i.e. they are not industrial produced. This brand is part of what Rohlik Group stands for and expresses Rohlik DNA: “eat well and live well”. We intend to have only one premium brand for all our product categories, i.e. no different premium brands for different product categories. We are still working on this concept and for a better insight, you can take a look at our existing premium private label “Bez kompromisu” (in EN "No Compromise"), which is currently available only at Rohlik.cz.

The second family of private labels are “Tertiary brands”. These products have very good quality with very competitive selling prices. With these SKUs we want to attract especially more price-sensitive customers who now buy traditional private labels in brick & mortar retailers. Mostly these are products with A-brand quality but at a significantly cheaper price. Currently we are selling these products under the brands “Miil” (dairy category), “Dacello” (processed meat category) and “Moddia” (paper hygiene category).

You as a category manager/Buyer in a private label squad were asked by the Group Head of Private Label to **review the “Frozen vegetables” category** and make suggestions how to grow this category faster via category management and private label launch and how to ensure higher customer and basket penetration. In supporting excel sheet you will find virtual data pack with fictive numbers (NR - Net revenue, Packages - sold packages, Margin).

**Task**

* Make in-depth analysis of existing assortment in Frozen vegetables category based on the shared data pack, Rohlik.cz homepage and store check by competitors
* Bring a clear plan how to drive sales numbers of this category through listing of new products under private label, try to identify top sellers suitable for private label (incl. target selling price and margin) and try to find new trends in this category. Of course you can bring improvement ideas for brand assortment as well :).
* Think about how the listing of private label affect behaviour of existing customers and FTUs
* Focus on price perception and price policy
* Work with different price sensitivity of our customers
* Check if your results are working across the group, because you are not responsible for only one market

**Additional Information**

* The exercise should not take you more than a few hours to prepare.
* We will then go through the case study together during an interview/video call, the case study presentation should not take more than 20 minutes.
* If you need any data or additional information, please let us know

**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.