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**

**Situation**

As category manager you were asked by your Commercial director to review 1 of your given categories to increase customer and basket penetrations and increase the growth of that category.

**Task**

* Chose 1 category which you know the best and describe changes which you would do to increase penetrations and growth of that category
* Prepare reasonably detailed plan how to drive that category throughout the year

**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.

**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.