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.

**Group Commercial director**

**Situation**

As commercial director you were asked to help to increase frequency of shopping of current customers and potentially also to attract new ones behind changes in category management.

**Task #1**

* Chose 1 category which would help to increase the frequency the most (and describe why you have chosen it)
* Review that category and suggest changes which should be made within that category to improve frequency
* Prepare reasonably detailed plan how to drive that category throughout the year including numbers

**Task #2**

**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).

* 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 :).

**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.