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. We think a great next step is to explore some role specific scenarios with you to understand how you would approach them. We hope this session will give us a great insight into how you approach work and also, through the questions we ask and the conversation that's generated, give you a better understanding of what it's like to work at Rohlik.

**Marketing Director**

**CASE STUDY PART 1**

**Situation**

You are tasked with leading a marketing campaign for Knuspr’s expansion into Hamburg. Hamburg is characterised by diverse demographics, a competitive e-grocery market, and a unique local food culture. The objective is to scale to 3000 daily orders within 6 months after launch.

**Task**

Propose a holistic market entry strategy for expansion into Hamburg area and be ready to discuss (not only) the following questions:

* How will you shape the customer proposition in Hamburg (compared to other cities in DACH)? How do you understand your customers and competitive landscape? What data will you be using?
* What metrics will you use to measure progress and what are your goals for these?
* Propose media strategy for the launch, including key messages
* What budget do you need to achieve the objective?
* How will you continue working with the active customer base in Hamburg (after acquisition)?
* Describe how you would segment the customer base in Hamburg using different data sets
* How will you set up the organisation structure to maximise chances for successful launch?
* Propose project roadmap for all key activities
* Six months after launch, you review the customer cohorts below. What are your conclusions and what actions will you derive from these?

|  | **Month of time** | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Month of first order** | M1 | M2 | M3 | M4 | M5 | M6 |
| M1 | 6,537 | 2,876 | 2,038 | 1,624 | 1,532 | 1476 |
| M2 |  | 5,423 | 2,249 | 2,109 | 1,983 | 1876 |
| M3 |  |  | 5,329 | 2,146 | 1,280 | 1209 |
| M4 |  |  |  | 7,270 | 3,756 | 3565 |
| M5 |  |  |  |  | 7,341 | 3531 |
| M6 |  |  |  |  |  | 6870 |

**CASE STUDY PART 2**

It’s 8.00 am. 1000 orders out of the predicted 3000 are delayed. 25% more than 10 mins, 10% more

than 20 mins, 2% more than 60 mins. The remaining orders will for sure also be delayed this day, but no one knows by how much. How will you manage this?

**Format**

Please prepare a structured presentation, text or slides and send it over to us as a pre-read. During the interview, we will ask you to walk us through your proposal. Get ready for a 60-minute presentation, including Q&A.

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