We are absolutely thrilled you are interested to join us at Rohlik. 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.

**Commercial Senior Manager**

**Situation 1.**

As Commercial Senior Manager you were asked to help to build new category FITNESS food and increase frequency of shopping of current customers and also to attract new ones.

**Tasks**

* Prepare SWOT about czech fitness market
* Based on the market and numbers review that category and suggest changes which should be made within that category to improve frequency and explain why
* Prepare reasonably detailed plan how to drive that category throughout the year including numbers

**Situation 2.**

You have passed the interview process and you are successfully doing the Commercial senior manager role for a year now. Over the last couple of weeks, you see Commercial Director - your boss heavily struggling with his/her workload, which has a direct impact not only on the performance of his/her department but also on the whole Rohlik results. As a result, a number of projects running in parallel are being delayed and major mistakes start to emerge in the outputs. What are the essential building blocks that you need to focus on during your first year to be able to successfully tackle this problem? How would you approach this situation?

**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.