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.

**FP&A Senior Analyst – Case Study**

**Situation**

Attached is a P&L for an “virtual entity” in Rohlik Group. The entity is located in a market where customers are extremely price sensitive and where the marketing team has been struggling to grow demand. The business is on the verge of profitability and needs some final tweaking to get there. The group CFO will be presenting a plan to investors on how he will bring the business to EBITDA profitability. She needs your support to provide insight on what are the key levers towards profitability.

**Task**

1. Review and understand the P&L and key drivers in depth

2. Create presentation (min 3 -5 slides) which answer the following questions:

* What are the overall key levers for profitability in the business?
* Given current market context which levers would you recommend the CFO to apply as part of her proposal to investors?
* Are there any risks associated and sensitivities to keep in mind?

3. In the next round you will present your findings

**Additional Information**

1. Example P&L is attached please note we do not need you to forecast the entire P&L. We are looking to understand:
   1. How you understand and derive insight via the P&L and its key drivers
   2. How you approach the problem at hand, how you draw conclusions and how you can present them

**Format**

Feel free to use PPT, Google Presentations or even word docs if you prefer.