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.

**Case study – Senior Brand Manager**

The life of a brand manager in Rohlik Group is fast and often very reactive depending on current events. But whether it's a big campaign or a quick event to promote the sale the whole Rohlík world always revolves around the customer. We make for them the first last and possibly impossible. You can forget most companies that have ever claimed to have a customer first

place, because the rate of how we see it in Rohlík is almost certainly higher. For the customer

we will really do everything. And with this mindset, please write a case study.

**Situation**

In Rohlik we have two kinds of private labels. The first one is the premium brand “Bez kompromisu” (in EN "Without Compromise"), which is focusing on non-price-sensitive customers. Under this brand we would like to offer only excellent products that are highest quality and are from small & authentic local producers and farmers, i.e. they are not industrial produced. This brand is part of what Rohlik Group stands for and expresses Rohlik DNA: “eat well and live well”. We intend to have only one premium brand for all our product categories, i.e. no different premium brands for different product categories. We are still working on this concept and for a better insight, you can take a look at our existing premium private label “Bez kompromisu” (in EN "Without Compromise"), which is currently available only at Rohlik.cz.

The second kind of private label is the Value for Money family (VFM). These products have very good quality with very competitive selling prices. With these SKUs we want to attract especially more price-sensitive customers who now buy traditional private labels in brick & mortar retailers. Mostly these are products with A-brand quality but at a significantly cheaper price. Currently we are selling the following brands: Mii, Dacello, Pappudio, Moddia, Fjoru, Sutcha, Ubomi. More information [here](https://www.rohlik.cz/en-CZ/c300120792).

**Task:**

You as a Senior brand manager in a private label squad were asked by the Group Head of Private Label to **prepare the plan for the marketing launch of the latest private label "Ubomi" in the coffee category** from our VFM family. How will you differentiate yourself from your retail competitors? What channels would you use? How would you boost category penetration in the customer basket?

Additional information:

- coffee is an important differentiator for grocery shopping

- simplify the customer's choice in the low and medium price tiers of roasted coffee (beans, grounded, capsules)

- blend coffee, but also single origin

- slow drum roasted coffee with RainForest Alliance certification

- capsules´specifics: 100% biobased capsules, aluminium free, 100% home-compostable (TÜV certification)

**Guidelines:**

● We are looking for conceptual and strategic thinking, from creative to innovative

thinking, after demonstration of commercial thinking, feeling for customer insight up to

the ability to formulate and conduct end-2-end execution.

● We are an online business playing in a strong brick and mortar field

● New solutions and creative excellence

And one big tip in conclusion - Rohlík is not mainstream, it positively challenges the market and

classic marketing concept. We do nothing just to do it and we look for everything

more than it might seem at first glance. We are new, we are playful and we talk to our customers

as we speak to each other (within spelling, of course). We like puns and

game with czech. We really do everything for our customers and we build them on a pedestal even in the brand.