**RSM Interview Questionnaire**

**Please answer the questions below in order to proceed**

1. What is the ideal Route to market (according to you) for Vitali Tomato, Vitavite Juice & sachet Mayonnaise?
2. How would you launch a Mayonnaise in a sachet?
3. If budget was not a restriction - how would you build a chocolate brand?
4. Give us an example of when you were in a managerial position and there was a discrepancy between a customer and sales executive. How did you solve this? What was the outcome?
5. How do you plan your months - according the target?
6. If you were in a position where you were not going to hit target - what would you do? And when? (What day of the month)
7. What is specific to Vital Products Plc. that you wish to work for? What value can you add to the company?
8. What is the market potential / consumption for tomato, juice drinks margarine, ginger garlic paste, Mayonnaise?
9. Where does Vital products feature in the market consumption?
10. If vital products is at 30% and the market is 100% how would you develop the brand to cover the 70% of the market share for?
    1. Vitali tomato
    2. Margarine
    3. Chocolate paste
    4. Ginger garlic
    5. Mayonnaise
11. Give us an example of when you failed at something? How did you manage the 'crisis' and what did you learn?
12. What are your top 3 strengths & weaknesses?
13. How do you deal / train / communicate/ incentivize & motivate your team?
14. What do you do when your sales staff is stealing?
15. How do you budget finances for travel / incentives/ promotional items / schemes.