

FSM – INTERVIEW PRESENTATION

As part of your interview, we would like you to prepare a presentation to show your understanding of the Funeral Service Manager role and the part they play in our business, specifically surrounding profit, growth & market share.

Below is a data table that shows some example data representing two different branches position performance in relation to funeral sales.

Rolling 12 Month Marketshare		Deaths (Data provided by Office of National Statistics)						Market - (% of total sales in the funeralcare industry / market that we hold)						Variance - 2025 vs 2024				
		2024	2025	2025	2025	2025	2025	2024	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025
Cost Centre Branch		December	January	February	March	April	May	December	January	February	March	April	May	January	February	March	April	May
	Branch A	1,424	1,417	1,414	1,398	1,384	1,375	12.33%	12.16%	11.40%	11.85%	11.16%	11.07%	-0.17%	-0.93%	-0.48%	-1.17%	-1.26%
	Branch B	1,079	1,078	1,061	1,054	1,060	1,050	7.97%	8.43%	9.43%	8.20%	8.19%	8.50%	0.45%	1.45%	0.22%	0.22%	0.53%

Task :
Prepare a 10 minute presentation to show your understanding of what this data is telling us, and what you would do with this data in the role of FSM. *We'll leave it up to you to decide which tools you want to use to prepare your presentation. If you wish to use your own device(s) to present, please be aware that an internet connection may not be available, so please ensure that your resources are available offline*

You will have up to 15 minutes to present your ideas, with a following 10 minutes allowed for questions.

Think about including :

- Your understanding of the role of the FSM and why this data is important?
- Your interpretation of what the data table is telling us?
- How would you use this data - what actions would this trigger for you as an FSM?
- What strengths do you have that would enable you to fulfil the role of the FSM?
- What additional support would you need in this role?

