



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the product/service management function.
- Identify the importance of product life cycles on marketing decisions.
- Explain the concept of product mix.
- Analyze product information to identify product features and benefits.
- Explain the importance of merchandising to retailers.

EVENT SITUATION

You are to assume the role of the merchandising manager for STOP IN, a regional chain of convenience stores. The director of merchandising (judge) wants you to choose a new product section for an expanded convenience store concept.

STOP IN has 100 locations. All locations feature traditional convenience store products such as snacks, chilled beverages, candy, coffee, water and a small variety of general merchandise. STOP IN locations also feature fuel pumps.

Executives are planning on opening five new STOP IN locations in the upcoming year. Rather than a traditional STOP IN, executives are considering an expanded convenience store concept. The larger store would carry the same merchandise as traditional STOP IN stores, but in wider varieties. The larger stores would also carry grab-and-go hot food items perfect for a quick breakfast or lunch.

The director of merchandising (judge) wants the expanded stores to offer new merchandise that will bring more customers into the stores. The director (judge) has chosen three possible choices for the expanded stores and wants you to analyze the pros and cons of each option, determine which option has the best opportunities for product variety and will offer products that will best benefit customers.

- Option 1 – fresh produce
- Option 2 – floral department
- Option 3 – health and beauty

You will present your analysis to the director of merchandising (judge) in a role-play to take place in the director of merchandising's (judge's) office. The director of merchandising (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of merchandising's (judge's) questions, the director of merchandising (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of merchandising for STOP IN, a regional chain of convenience stores. You want the merchandising manager (participant) to choose a new product section for an expanded convenience store concept.

STOP IN has 100 locations. All locations feature traditional convenience store products such as snacks, chilled beverages, candy, coffee, water and a small variety of general merchandise. STOP IN locations also feature fuel pumps.

Executives are planning on opening five new STOP IN locations in the upcoming year. Rather than a traditional STOP IN, executives are considering an expanded convenience store concept. The larger store would carry the same merchandise as traditional STOP IN stores, but in wider varieties. The larger stores would also carry grab-and-go hot food items perfect for a quick breakfast or lunch.

You want the expanded stores to offer new merchandise that will bring more customers into the stores. You have chosen three possible choices for the expanded stores and want the merchandising manager (participant) to analyze the pros and cons of each option, determine which option has the best opportunities for product variety and will offer products that will best benefit customers.

- Option 1 – fresh produce
- Option 2 – floral department
- Option 3 – health and beauty

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Which option do you think is the worst choice for us and why?
2. How can we announce our new expanded stores to the public?

Once the merchandising manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the merchandising manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation | Interpretation Level |
|----------------------------|---|
| Exceeds Expectations | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator. |
| Meets Expectations | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator. |
| Below Expectations | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator. |
| Little/No Value | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator. |



**RETAIL MERCHANDISING SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the nature and scope of the product/service management function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Identify the importance of product life cycles on marketing decisions? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the concept of product mix? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Analyze product information to identify product features and benefits? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Explain the importance of merchandising to retailers? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 21st CENTURY SKILLS | | | | | | |
| 6. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4 | 5-6 | |
| 7. | Make judgments and decisions, and solve problems? | 0-1 | 2-3 | 4 | 5-6 | |
| 8. | Communicate clearly? | 0-1 | 2-3 | 4 | 5-6 | |
| 9. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5-6 | |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | |
| TOTAL SCORE | | | | | | |