



OCCUPATIONAL CATEGORY
Food Marketing Series

INSTRUCTIONAL AREA
Economics

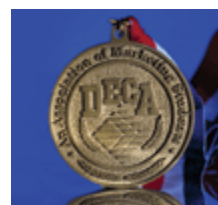
PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Distinguish between economic goods and services.
2. Identify factors affecting a business's profit.
3. Explain the concept of competition.
4. Identify elements of the promotional mix.
5. Explain the role of customer service as a component of selling relationships.



EVENT SITUATION

You are to assume the role of experienced employee of the SUPER FOODS grocery store. The store's manager (judge) has asked you to help evaluate and suggest ideas for a Kids Korner in the grocery store.

SUPER FOODS is a large, family-owned grocery store that is competing with three other large chain grocery stores in the community. The store is open 24 hours a day, 7 days a week. Because of the nature of the industry and the competition from other stores located in the area, the store has decided to use non-price methods of competition to increase customer satisfaction. The owners are considering adding a new service called Kids Korner to serve customer who must shop with children. The implementation may be costly, and the owner and store manager (judge) are asking for input from employees.

The following ideas are being considered for Kids Korner:

- Parents can leave their children in Kids Korner, free of charge, while they shop in the store.
- Only children between the ages of two and eight can participate in Kids Corner.
- The store will hire a certified day care worker to be on staff at all hours of operation.
- The following activities will be available for children while parents are shopping:
 - Coloring
 - Reading books/listening to books on tape
 - Board games for older children
 - Light snacks
 - Indoor playground equipment
 - Video selections
 - Limited art projects

The store manager (judge) has asked you to meet with him/her to discuss the economic advantages and/or disadvantages of implementing a Kids Korner. He/she (judge) has asked that you consider the store's position in the community and the economic risk as well as the advantages of having such a service. In addition, the store manager (judge) would like to hear your ideas for developing and promoting Kids Korner.

You will present your analysis and ideas to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas. When you have completed your presentation and have answered the store manager's (judge's) questions, the store manager (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of store manager of SUPER FOODS grocery store. You have asked an experienced employee (participant) to help evaluate and suggest ideas for a Kids Korner in the grocery store.

SUPER FOODS is a large, family-owned grocery store that is competing with three other large chain grocery stores in the community. The store is open 24 hours a day, 7 days a week. Because of the nature of the industry and the competition from other stores located in the area, the store has decided to use non-price methods of competition to increase customer satisfaction. The owners are considering adding a new service called Kids Korner to serve customer who must shop with children. The implementation may be costly, and you are asking for input from employees.

The following ideas are being considered for Kids Korner:

- Parents can leave their children in Kids Korner, free of charge, while they shop in the store.
- Only children between the ages of two and eight can participate in Kids Corner.
- The store will hire a certified day care worker to be on staff at all hours of operation.
- The following activities will be available for children while parents are shopping:
 - Coloring

- Reading books/listening to books on tape
- Board games for older children
- Light snacks
- Indoor playground equipment
- Video selections
- Limited art projects

You have asked an experienced employee (participant) to discuss the economic advantages and/or disadvantages of implementing a Kids Korner. You have asked that he/she consider the store's position in the community and the economic risk as well as the advantages for having such a service. In addition, you would like to hear the employee's (participant's) ideas for developing and promoting Kids Korner.

The employee (participant) will evaluate the concept in a role-play to take place in your office. You will begin the role-play by greeting the employee and asking to hear his/her ideas.

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

1. Do you think we are on the right track to develop non-price competition services?
2. How else can we compete with other stores?

Once the employee (participant) has made the presentation has answered your questions, you will conclude the meeting by thanking the employee (participant) for his/her time.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM

FMS
Economics

DID THE PARTICIPANT:

1. Distinguish between economic goods and services?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at distinguishing between economic goods and services were unclear or inadequate.	Adequately distinguished between economic goods and services.	Effectively distinguished between economic goods and services.	Very effectively distinguished between economic goods and services.

2. Identify factors affecting a business's profit?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at identifying factors affecting a business's profit were inadequate or unclear.	Adequately identified factors affecting a business's profit.	Effectively identified factors affecting a business's profit.	Very effectively identified factors affecting a business's profit.

3. Explain the concept of competition?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the concept of competition were inadequate or unclear.	Adequately explained the concept of competition.	Effectively explained the concept of competition.	Very effectively the concept of competition.

4. Identify elements of the promotional mix?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at identifying elements of the promotional mix were inadequate or unclear.	Adequately identified elements of the promotional mix.	Effectively identified elements of the promotional mix.	Very effectively identified elements of the promotional mix.

5. Explain the role of customer service as a component of selling relationships?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the role of customer service as a component of selling relationships were inadequate or unclear.	Adequately explained the role of customer service as a component of selling relationships.	Effectively explained the role of customer service as a component of selling relationships.	Very effectively explained the role of customer service as a component of selling relationships.

6. Overall impression and response to the judge's questions:

Little/No Value 0, 1	Below Expectations 2, 3, 4	Meets Expectations 5, 6, 7	Exceeds Expectations 8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link skills; answered the judge's questions adequately.	Effectively demonstrated specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____