



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Operations

**FOOD MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 meet the performance indicators in this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> 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**

1. Explain the nature of project management.
2. Develop project plan.
3. Identify resources needed for project.
4. Explain the role of customer service as a component of selling relationships.
5. Identify a product's/service's competitive advantage.

## EVENT SITUATION

You are to assume the role of project manager for WELLTOWN FOODS, a regional grocery store chain that has 25 locations. The director of operations (judge) has asked you to develop a project plan for a new operational endeavor.

WELLTOWN FOODS has served the region for over 100 years. Each of the 25 stores was the first grocer in its neighborhood offering food staples at reasonable prices. Over the century, WELLTOWN FOODS has remodeled its locations numerous times, but has always offered traditional grocery store merchandise. Each location has traditional grocery store departments such as produce, meat, dairy, deli, bakery and general grocery merchandise. There are also customer service desks at each location that handle returns, resolve customer issues and act as a check-in for vendors, interviews and manager meetings.

In the last decade, WELLTOWN FOODS has seen same-store sales decline as many specialty grocery stores have opened in the region. The specialty stores either offer a smaller selection of merchandise or they have a large selection of merchandise at higher prices. WELLTOWN FOODS does offer organic, gluten-free, locally made and specialty items at its stores, but it remains positioned as an old-fashioned grocery store.

In an effort to build stronger connections with customers and to compete with the specialty stores, the director of operations (judge) would like to make a change in operation at each WELLTOWN FOODS location. The director of operations (judge) feels that stronger connections with shoppers would be made if the customer service desk was omitted from each store. Instead of customers visiting the service desk, customers could instead interact directly with any WELLTOWN FOODS employee. All returns, customer issues and questions will be able to be processed by any employee.

The director of operations (judge) wants you to lead this operational project and develop a project plan. The project plan must include the following:

- What specific training must occur for all WELLTOWN FOODS staff?
- What resources will be needed for this operational project?
- How will WELLTOWN FOODS customers be notified of the change?
- How can managers on duty streamline the new processes?

You will present your project plan to the director of operations (judge) in a role-play to take place in the director's (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the director's (judge's) questions, the director of operations (judge) will conclude the role-play 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. 21<sup>st</sup> Century Skills and 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 director of operations for WELLTOWN FOODS, a regional grocery store chain that has 25 locations. You have asked a project manager (participant) to develop a project plan for a new operational endeavor.

WELLTOWN FOODS has served the region for over 100 years. Each of the 25 stores was the first grocer in its neighborhood offering food staples at reasonable prices. Over the century, WELLTOWN FOODS has remodeled its locations numerous times, but has always offered traditional grocery store merchandise. Each location has traditional grocery store departments such as: produce, meat, dairy, deli, bakery and general grocery merchandise. There are also customer service desks at each location that handle returns, resolve customer issues and act as a check-in for vendors, interviews and manager meetings.

In the last decade, WELLTOWN FOODS has seen same-store sales decline as many specialty grocery stores have opened in the region. The specialty stores either offer a smaller selection of merchandise or they have a large selection of merchandise at higher prices. WELLTOWN FOODS does offer organic, gluten-free, locally made and specialty items at its stores, but it remains positioned as an old-fashioned grocery store.

In an effort to build stronger connections with customers and to compete with the specialty stores, you would like to make a change in operation at each WELLTOWN FOODS location. You

feel that stronger connections with shoppers would be made if the customer service desk was omitted from each store. Instead of customers visiting the service desk, customers could instead interact directly with any WELLTOWN FOODS employee. All returns, customer issues and questions will be able to be processed by any employee.

You want the project manager (participant) to lead this operational project and develop a project plan. The project plan must include the following:

- What specific training must occur for all WELLTOWN FOODS staff?
- What resources will be needed for this operational project?
- How will WELLTOWN FOODS customers be notified of the change?
- How can managers on duty streamline the new processes?

The participant will present the plan 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. Do you think we should make the operational change at all 25 locations at once or one at a time?
2. What are possible negative responses we could hear from WELLTOWN FOODS employees once this new project is announced?
3. What are possible negative responses we could hear from shoppers once this new project is implemented?

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

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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**FOOD MARKETING SERIES, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**

Operations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of project management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop project plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify resources needed for project?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify a product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						