



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Selling

RETAIL MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain key factors in building a clientele.
2. Explain the role of customer service as a component of selling relationships.
3. Discuss motivational theories that impact buying behavior.
4. Implement techniques to increase customer's product exposure.
5. Analyze competitors' offerings.

CASE STUDY SITUATION

You are to assume the role of vice president of development for BULLET, the second largest discount retail chain in the United States. The senior vice president has asked you to analyze a new sales venture for the retailer, and to determine how to build a clientele for the new venture as well as for traditional BULLET stores.

There are close to 2,000 BULLET store locations across the United States, with most anchoring strip malls or outdoor shopping centers. BULLET stores feature typical grocery store items along with pharmacies, apparel, home décor, books, toys, electronics, seasonal items and health and beauty sections. BULLET'S biggest competitor is BOXMART, the leading discount retailer. BULLET does not come close to the number of store locations nor the revenue that BOXMART produces each year. While BULLET and BOXMART have similar store layouts and product offerings, there are notable differences between the two discount retailers.

Although product offerings are similar, BULLET has a much different image than BOXMART. BULLET is perceived to be better organized, with a more streamlined store layout. BULLET is regarded as being more in touch with current trends in fashion and home décor. BULLET also markets high-quality house brands in all departments, most notably in its food and beverage departments. BULLET offers a wide variety of fresh ready-to-eat meals that beat BOXMART'S similar offerings year after year in customer ratings.

Most BOXMART locations also feature fuel stations in the parking lots with small kiosks to purchase cold beverages and snacks. The fuel stations are operated by one employee and do not allow customers inside the kiosk.

Executives at BULLET have decided to test market a new concept: a BULLET branded convenience store. The BULLET convenience store will not be located in BULLET parking lots, but instead away from BULLET stores. The convenience stores will offer fuel and the normal items found in convenience stores. Executives feel that this new endeavor will not only attract loyal BULLET customers, but also new clientele that do not normally shop at BULLET stores. Executives hope that the BULLET convenience stores will attract BOXMART shoppers.

YOUR CHALLENGE

The senior vice president needs you to determine how a BULLET convenience store can “feel” like a BULLET store rather than a typical corner convenience store. The senior vice president also wants you to suggest techniques that can introduce BULLET convenience store customers to BULLET retail store products, ideally resulting in a larger clientele for BULLET retail stores.

In addition, the senior vice president would like you to plan the product mix for BULLET convenience stores; what typical convenience store products should be sold and what other product offerings should be sold to keep with BULLET'S well-regarded image? Are there any large retail store services that the convenience stores can offer?

You will present your ideas and recommendations to the senior vice president in the vice president's office. The senior vice president may be accompanied by other executives.

You will receive 2-3 questions from the judge pertaining to the case situation.



RETAIL MANAGEMENT

Participant: _____

JUDGE EVALUATION FORM

2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA

Selling

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	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	13-14-15	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Implement techniques to increase customer's product exposure?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Analyze competitors' offerings?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						