



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Market Planning

**BUSINESS SERVICES 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 for 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 marketing plans.
2. Explain the concept of marketing strategies.
3. Explain the concept of market and market identification.
4. Describe factors used by businesses to position corporate brands.
5. Identify a product's/service's competitive advantage.

## EVENT SITUATION

You are to assume the role of director of marketing for PREMIERE, a struggling retail chain that specializes in office supplies and furniture. The senior vice president (judge) has asked you to design a marketing plan for the company's strategic move to focus on business to business delivery.

PREMIERE, at its prime, had over 3,000 locations nationwide. The retailer had large stores that sold a wide variety of office supplies, desktop and laptop computers, printers, fax machines, cash registers, office furniture and other accessories. Each PREMIERE also had in-house printing services, copy services and parcel shipping.

In the last five years, the company began closing physical store locations. In 2016, the store had less than 1,000 physical store locations. Last quarter showed same-store-sales declined by 7% and another 48 stores are scheduled to close. PREMIERE executives have decided to move the company's focus from selling office supplies to consumers to business-to-business delivery service.

PREMIERE will keep physical store locations in high performing areas, but the company is making a strategic move to focus on business-to-business delivery. PREMIERE will target businesses that are midmarket, 200 or fewer employees, and offer those clients a personal sales representative and online ordering with delivery service. The sales representative is able to meet with corporate clients in person or over the phone depending on client preferences. The sales representative then sets up initial purchases from PREMIERE. The corporate client can then choose to reorder supplies online or through the representative. PREMIERE then delivers all merchandise to the corporate client.

PREMIERE executives are excited to offer this new business-to-business delivery service. They feel this new strategic focus is a better fit for the company and the market. The senior vice president (judge) has asked you to develop the marketing plan that will unveil PREMIERE's new endeavor. Consumers recognize PREMIERE as an office supply retailer, not as a business-to-business delivery service. The senior vice president (judge) wants the marketing plan to help shift consumer focus.

The senior vice president (judge) would like your marketing plan to include marketing strategies that will target the appropriate target market, methods to position PREMIERE as a business to business delivery service and promote its competitive advantage.

You will present the marketing plan to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (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 senior vice president's (judge's) questions, the senior vice president (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 senior vice president for PREMIERE, a struggling retail chain that specializes in office supplies and furniture. You have asked the director of marketing (participant) to design a marketing plan for the company's strategic move to focus on business-to-business delivery.

PREMIERE, at its prime, had over 3,000 locations nationwide. The retailer had large stores that sold a wide variety of office supplies, desktop and laptop computers, printers, fax machines, cash registers, office furniture and other accessories. Each PREMIERE also had in-house printing services, copy services and parcel shipping.

In the last five years, the company began closing physical store locations. In 2016, the store had less than 1,000 physical store locations. Last quarter showed same-store-sales declined by 7% and another 48 stores are scheduled to close. PREMIERE executives have decided to move the company's focus from selling office supplies to consumers to business-to-business delivery service.

PREMIERE will keep physical store locations in high performing areas, but the company is making a strategic move to focus on business to business delivery. PREMIERE will target businesses that are midmarket, 200 or fewer employees, and offer those clients a personal sales representative and online ordering with delivery service. The sales representative is able to meet with corporate clients in person or over the phone depending on client preferences. The sales representative then sets up initial purchases from PREMIERE. The corporate client can then

choose to reorder supplies online or through the representative. PREMIERE then delivers all merchandise to the corporate client.

PREMIERE executives are excited to offer this new business to business delivery service. They feel this new strategic focus is a better fit for the company and the market. You have asked the director of marketing (participant) to develop the marketing plan that will unveil PREMIERE's new endeavor. Consumers recognize PREMIERE as an office supply retailer, not as a business to business delivery service. You want the marketing plan to help shift consumer focus.

You would like the marketing plan to include marketing strategies that will target the appropriate target market, methods to position PREMIERE as a business-to-business delivery service and promote its competitive advantage.

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. Are we alienating any potential markets with this new strategy focus?
2. What communication channels provide the best method to reach our target audience?

Once the director of marketing (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the director of marketing (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.



**BUSINESS SERVICES MARKETING SERIES,  
2018**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #1**

**INSTRUCTIONAL AREA  
Market Planning**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by businesses to position corporate brands?	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>						