



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Selling

**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 of 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. Analyze product information to identify product features and benefits.
2. Explain the role of customer service as a component of selling relationships.
3. Explain key factors in building a clientele.
4. Explain factors affecting pricing decisions.
5. Identify product's/service's competitive advantage.

## EVENT SITUATION

You are to assume the role of director of operations for FOOD GALA, a regional grocery store chain that has forty locations. The senior vice president (judge) has asked you to analyze the current grocery delivery companies that service FOOD GALA and recommend how the chain can offer a competitive store-branded service.

FOOD GALA has always promoted itself as “the local choice” in the grocery business. Even with three national chains servicing the same areas as FOOD GALA, its customer base remains large and loyal. FOOD GALA takes pride in the communities it serves; the company sponsors many activities and local charities and awards local students with scholarships each year.

In the past 12 months, two national grocery delivery companies have begun servicing customers in the area, delivering groceries from both the national chains and FOOD GALA. The two national grocery delivery companies offer annual fees for unlimited deliveries or a \$10.00 fee for each delivery made. Shoppers can log on to the grocery stores’ websites, choose items to be delivered, pay for the items and schedule the delivery.

The two grocery delivery services in the area are CART INSTANT and DRIVEON. CART INSTANT charges an annual fee of \$149.00 for unlimited deliveries, with no minimum purchase required per delivery and a one-hour guarantee. DRIVEON charges a \$99.00 annual fee for unlimited deliveries, with no minimum purchase required per delivery. Both CART INSTANT and DRIVEON allow shoppers to use the service without the annual fee, but charge \$10.00 per delivery.

The senior vice president of FOOD GALA (judge) feels the chain needs to begin offering its own store-branded delivery service. Not only is it an additional service the company can provide its loyal customers, it is also a way the company can make a profit.

The senior vice president (judge) wants you to determine how the FOOD GALA grocery delivery service will work. The senior vice president (judge) wants the service to offer competitive pricing, so that customers will be more likely to use the store-branded service rather than CART INSTANT or DRIVEON. You must determine pricing of the service, minimum purchase requirements and any additional perks that would make the store-branded service more enticing than the national chains.

You will present your ideas 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 your ideas 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 FOOD GALA, a regional grocery store chain that has forty locations. You have asked the director of operations (participant) to analyze the current grocery delivery companies that service FOOD GALA and recommend how the chain can offer a competitive store-branded service.

FOOD GALA has always promoted itself as “the local choice” in the grocery business. Even with three national chains servicing the same areas as FOOD GALA, its customer base remains large and loyal. FOOD GALA takes pride in the communities it serves; the company sponsors many activities and local charities and awards local students with scholarships each year.

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You feel the chain needs to begin offering its own store-branded delivery service. Not only is it an additional service the company can provide its loyal customers, it is also a way the company can make a profit.

You want the director of operations (participant) to determine how the FOOD GALA grocery delivery service will work. You want the service to offer competitive pricing, so that customers will be more likely to use the store-branded service rather than CART INSTANT or DRIVEON. The director of operations (participant) must determine pricing of the service, minimum purchase requirements and any additional perks that would make the store-branded service more enticing than the national chains.

The participant will present ideas 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 there any benefits of conducting a test market prior to unveiling the delivery service to all 40 stores at once?
2. What are added expenses FOOD GALA needs to consider with this new service?
3. What is the best way to communicate the new service to our customers and to the general public?

Once the director of operations (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of operations (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, 2019**

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

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

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

**INSTRUCTIONAL AREA**  
Selling

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Analyze product information to identify product features and benefits?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
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	
3.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify 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>						