



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Market Planning

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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. Build and maintain relationships with customers.
5. Identify components of a retail image.

EVENT SITUATION

You are to assume the role of marketing specialist at PET RESOURCE, a retail chain that sells pets along with pet food, supplies and services. The director of marketing (judge) has asked you to develop a marketing plan to best connect with the next generation of pet owners: Generation Z.

While there are many successful pet stores in the market, PET RESOURCE and its rival PET GENIUS are by far the biggest, the most profitable and the most recognized. There are over 1,200 PET RESOURCE locations throughout North America, and last year they had over \$4 billion in net sales.

Marketing research has shown that pet ownership among Millennials is up 25%. Last year a total of \$11 billion was spent on pets, pet related products and pet services. No other demographic spends more on pets than Millennials. Millennial pet ownership is made up of three groups; singles, two person households without kids and households containing one or more kids. The majority of Millennials that shop at PET RESOURCE are the households containing one or more kids.

Executives at PET RESOURCE feel the company has done a good job in marketing to Millennials and are thrilled that many Millennial shoppers bring their children into the store with them when making purchases or dropping pets off for services. On Saturdays and Sundays especially, PET RESOURCE stores oftentimes have more children in the stores than adults.

To remain competitive with PET GENIUS, executives at PET RESOURCE feel that now is the time to begin building relationships with the next generation: Generation Z. Generation Z are children between the ages of 5-10 years old. This generation will become the next generation of pet owners, and PET RESOURCE feels that if relationships are built with them now, they will have continued loyalty with PET RESOURCE in the future.

The director of marketing (judge) has asked you to develop a marketing plan that will describe methods to connect with Generation Z. The director (judge) would like you to develop specific strategies that will welcome Generation Z into PET RESOURCE stores, make them feel special and develop relationships.

You will present your marketing plan to the director of marketing (judge) in a role-play to take place in the director's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have met with the director (judge) and have answered the director's (judge's) questions, the director (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. 21st 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 marketing at PET RESOURCE, a retail chain that sells pets along with pet food, supplies and services. You have asked the marketing specialist (participant) to develop a marketing plan to best connect with the next generation of pet owners: Generation Z.

While there are many successful pet stores in the market, PET RESOURCE and its rival PET GENIUS are by far the biggest, the most profitable and the most recognized. There are over 1,200 PET RESOURCE locations throughout North America, and last year they had over \$4 billion in net sales.

Marketing research has shown that pet ownership among Millennials is up 25%. Last year a total of \$11 billion was spent on pets, pet related products and pet services. No other demographic spends more on pets than Millennials. Millennial pet ownership is made up of three groups; singles, two person households without kids and households containing one or more kids. The majority of Millennials that shop at PET RESOURCE are the households containing one or more kids.

Executives at PET RESOURCE feel the company has done a good job in marketing to Millennials and are thrilled that many Millennial shoppers bring their children into the store with them when making purchases or dropping pets off for services. On Saturdays and Sundays especially, PET RESOURCE stores oftentimes have more children in the stores than adults.

To remain competitive with PET GENIUS, executives at PET RESOURCE feel that now is the time to begin building relationships with the next generation: Generation Z. Generation Z are children between the ages of 5-10 years old. This generation will become the next generation of pet owners, and PET RESOURCE feels that if relationships are built with them now, they will have continued loyalty with PET RESOURCE in the future.

You have asked the marketing specialist (participant) to develop a marketing plan that will describe methods to connect with Generation Z. You would like the marketing specialist (participant) to develop specific strategies that will welcome Generation Z into PET RESOURCE stores, make them feel special and develop relationships.

The participant will present the marketing 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 what the meeting is about.

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

1. How will we be able to tell if your strategies are working or not?
2. Do you think we need to promote your new marketing strategies?
3. Would it be smarter to just see what PET GENIUS is doing and copy them?

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

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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



RETAIL MERCHANDISING SERIES, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
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.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						