



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Pricing

**RETAIL MERCHANDISING 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. Explain the nature and scope of the pricing function.
2. Explain the use of technology in the pricing function.
3. Describe the role of business ethics in pricing.
4. Explain company selling policies.
5. Identify components of a retail image.

## EVENT SITUATION

You are to assume the role of marketing specialist for BEYOND THE BEDROOM, a chain of retail stores that sells domestic merchandise for bedrooms, bathrooms, kitchens and living rooms. The director of marketing (judge) has asked you to develop a price matching strategy for the chain.

BEYOND THE BEDROOM has 1,500 stores, most anchoring strip malls or in outdoor lifestyle centers. The large stores feature a plethora of merchandise to adorn different rooms of the house. Many engaged couples choose BEYOND THE BEDROOM for wedding registries. Couples like the variety of merchandise and pricing options. The retailer offers value priced merchandise as well as top of the line merchandise.

Many shoppers believe that big box discount retailers have less expensive merchandise than BEYOND THE BEDROOM. If a shopper needs an inexpensive bath towel or sheet set, they do not think to shop at BEYOND THE BEDROOM, even though the same brand of inexpensive merchandise is sold at similar or cheaper prices at BEYOND THE BEDROOM. It has become ingrained in shoppers to think big box discount retailers always have the lowest prices.

In order to remind shoppers that BEYOND THE BEDROOM sells the same value brands as discount retailers and has competitive pricing, the director of marketing (judge) feels that offering a price match might bring in more shoppers. Even if customers do not take advantage of price matching, they will hopefully feel that BEYOND THE BEDROOM is fair and price sensitive.

The director of marketing (judge) has asked you to design the new price matching strategy for BEYOND THE BEDROOM. The director of marketing (judge) wants you to address the following questions:

- How will the price matching strategy work?
- How will guests prove a lower price at another store?
- Does the price match need to be a current price or can the price be from last month?
- Can the price match be used after a purchase is made or only at the time of purchase?

You will present your price match strategy to the director of marketing (judge) in a role-play to take place in the director of marketing'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 presented your ideas and have answered the director of marketing's (judge's) questions, the director of marketing (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 marketing for BEYOND THE BEDROOM, a chain of retail stores that sells domestic merchandise for bedrooms, bathrooms, kitchens and living rooms. You have asked the marketing specialist (participant) to develop a price matching strategy for the chain.

BEYOND THE BEDROOM has 1,500 stores, most anchoring strip malls or in outdoor lifestyle centers. The large stores feature a plethora of merchandise to adorn different rooms of the house. Many engaged couples choose BEYOND THE BEDROOM for wedding registries. Couples like the variety of merchandise and pricing options. The retailer offers value priced merchandise as well as top of the line merchandise.

Many shoppers believe that big box discount retailers have less expensive merchandise than BEYOND THE BEDROOM. If a shopper needs an inexpensive bath towel or sheet set, they do not think to shop at BEYOND THE BEDROOM, even though the same brand of inexpensive merchandise is sold at similar or cheaper prices at BEYOND THE BEDROOM. It has become ingrained in shoppers to think big box discount retailers always have the lowest prices.

In order to remind shoppers that BEYOND THE BEDROOM sells the same value brands as discount retailers and has competitive pricing, you feel that offering a price match might bring in more shoppers. Even if customers do not take advantage of price matching, they will hopefully feel that BEYOND THE BEDROOM is fair and price sensitive.

You have asked the marketing specialist (participant) to design the new price matching strategy for BEYOND THE BEDROOM. You want the marketing specialist (participant) to address the following questions:

- How will the price matching strategy work?
- How will guests prove a lower price at another store?
- Does the price match need to be a current price or can the price be from last month?
- Can the price match be used after a purchase is made or only at the time of purchase?

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. Can a customer ask for a price match on online purchases?
2. Can a customer ask for a price match during Black Friday sales? Why or why not?

Once the marketing specialist (participant) has presented the price match strategy 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 70-89<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.



**RETAIL MERCHANDISING SERIES, 2018**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #2

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

**INSTRUCTIONAL AREA**  
Pricing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of technology in the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the role of business ethics in pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain company selling policies?	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	
<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>						