



CAREER CLUSTER

Business Management & Administration

CAREER PATHWAY

General Management

INSTRUCTIONAL AREA

Economics

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. Evaluate speculative business risks.
2. Identify factors affecting a business's profit.
3. Explain the concept of competition.
4. Explain how organizations adapt to today's markets.
5. Build and maintain relationships with customers.

CASE STUDY SITUATION

You are to assume the role of director of operations for ROOMS BEYOND, a chain of home goods primarily for the bedroom, bathroom and kitchen. The CEO of the company is concerned about an online competitor's membership program and wants you to create a program to rival it.

ROOMS BEYOND has merchandise to stock consumers' kitchens, bathrooms, bedrooms, dining rooms, as well as other seasonal décor. The retailer has been profitable since its opening in the late 1990s, with a surge in profitability in the early 2000s. The retailer is known for its five-page mailers that are sent to shoppers. The mailers include a 20% off a single item coupon or a \$5 off a single item coupon. ROOMS BEYOND also advertises in several magazines focused on the home, featuring the \$5 off or 20% off coupons in each advertisement.

ROOMS BEYOND's main competitor used to be department stores such as C. J. NICKEL and MEARS; since the late 2000s, big box discount retailers have also become competitors by selling a wide variety of trendy and inexpensive home décor. Since the mid-2000s, ROOMS BEYOND's largest competitor has been AMAZON, an online retailer.

In 2005, the largest online retailer, AMAZON, began offering a paid service for members known as AMAZON *Prime*. AMAZON is now the largest retailer in the world, measured in revenue and market capitalization. For an annual membership fee of \$99.00, AMAZON *Prime* members receive free 2-day shipping on all merchandise. This perk was considered extremely progressive in 2005, as no other retailer offered the 2-day shipping perk. In 2018, AMAZON's *Prime* rate increased to \$119.00, but the number of members only increased.

YOUR CHALLENGE

The CEO of ROOMS BEYOND wants you to develop a paid membership service for customers to rival AMAZON's *Prime*. The CEO realizes that the retailer's largest competitor is AMAZON and not other physical store retailers, as in past decades. While ROOMS BEYOND already has a website that shoppers can use for home delivery, the retailer simply can not offer free 2-day delivery, even for special members.

The CEO wants you to determine the following:

- Name of the ROOMS BEYOND membership program
- Cost of the ROOMS BEYOND membership program
- Perks/Incentives for members online
- Perks/Incentives for members in-stores
- Factors affecting business risk/profit

You will present the program to the CEO in a meeting to take place in the CEO's office. The CEO may be accompanied by additional executives from the company.



RETAIL MANAGEMENT, 2019

Participant: _____

JUDGE'S EVALUATION FORM

Participant: _____

Sample Event

I.D. Number: _____

INSTRUCTIONAL AREA

Economics

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Evaluate speculative business risks?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of competition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain how organizations adapt to today's markets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Build and maintain relationships with customers?	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						