



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Operations

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

PERFORMANCE INDICATORS

1. Explain the nature of operations.
2. Establish efficient operating systems.
3. Explain the nature of overhead/operating costs.
4. Identify components of a retail image.
5. Demonstrate a customer-service mindset.

CASE STUDY SITUATION

You are to assume the role of operations specialist for HEALTH CORNER, a national drugstore chain. The director of operations has asked you to create a solution to customer complaints of long wait times in the check-out lanes without decreasing customer service or sacrificing the customer experience.

HEALTH CORNER has over over 8,000 locations, proudly supplying neighborhoods with one-stop shopping for pharmaceutical needs, beauty supplies and general merchandise. While HEALTH CORNER has been in business for over 100 years, the company has seen the most growth in both sales and store locations since the early 2000s.

Each HEALTH CORNER location has the same set-up in regard to merchandise, pharmacy location and check-out lanes. The pharmacies are located in the back of the store, allowing pharmacy customers to view other merchandise. Each pharmacy is equipped with two check-out registers, one for employees assisting in-store customers and one for employees assisting drive-through customers. Each HEALTH CORNER also has two check-out lanes at the front of the store and one check-out register in the beauty department located adjacent to the front of the store.

Upon review of customer satisfaction surveys, it was found that the number one complaint among HEALTH CORNER customers is long wait times at check-out. Further review showed that long wait times are most prevalent in urban, downtown locations. In addition, HEALTH CORNER locations in less populated areas have the longest check-out wait times between the hours of 5:00pm – 7:00pm.

Executives at HEALTH CORNER feel strongly about reducing check-out wait times, but are concerned that possible solutions could decrease customer service. HEALTH CORNER prides itself on positive employee–customer interaction, giving each customer a positive experience.

YOUR CHALLENGE

The director of operations has asked you to create an innovative approach to decreasing customer wait time during check-out. The director wants your solution to incorporate customer service ensuring a positive experience. The director would also like you to include an outline of any overhead or operating costs the company will incur with your solution.

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

You will receive 2-3 questions from the judge pertaining to the case situation.



RETAIL MANAGEMENT, 2018

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial Event 1

I.D. Number: _____

INSTRUCTIONAL AREA

Operations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of operations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Establish efficient operating systems?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of overhead/operating costs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify components of a retail image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate a customer-service mindset?	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						