



CAREER CLUSTER
Business Management and
Administration

CAREER PATHWAY
General Management

INSTRUCTIONAL AREA
Human Resources Management

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

- Determine hiring needs.
- Explain the role of training and human resources development.
- Coordinate efforts of cross-functional teams to achieve project/company goals.
- Identify the factors that contribute to operational risk.
- Determine ways of reinforcing the company's image through employee performance.

CASE STUDY SITUATION

You are the regional vice president at PROPER, a retail chain that specializes in cosmetics, skincare brands, women's and men's fragrances, haircare products, and bath products. The stores cater to all beauty and care needs for both men and women. The company's goal is that every customer finds the best products and feels confident and comfortable in its use.

PROPER first opened its doors in 2000 simply as a retail store for women's cosmetics. Over the last several years, PROPER stores have added full-service salons and eyebrow maintenance bars. In the last five years, PROPER added a wider selection of products for men in response to a higher demand for those products.

The latest changes at PROPER included the addition of several new cosmetic brands featuring bold new colors, eco-friendly ingredients, and varying price ranges. The retailer also hired professional make-up artists for each store to provide lessons, tips, and advice for customers.

PROPER saw increases in same-store-sales after the additions and customer service reviews ranked the retailer in the top spot among beauty retailers. However, the last two quarters have seen a sharp decline in cosmetic sales and a significant increase in sales of skin care products.

Customers are now demanding more skin care products and advice on appropriate skin care products for varying skin types. The number of customers seeking help from the professional make up artists has drastically declined and customers are upset the professionals do not have expertise in skin care products.

YOUR CHALLENGE

The senior vice president wants you to decide how PROPER can once again make changes that will fit with customer demand yet still achieve the company's goal. The senior vice president wants you to consider the need to hire additional staff and/or the training needs for existing staff. The senior vice president wants you to identify the risks and benefits associated with your decisions.

EVALUATION INSTRUCTIONS

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 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 director 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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**RETAIL MANAGEMENT
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Human Resources Management

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine hiring needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of training and human resources development?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Coordinate efforts of cross-functional teams to achieve project/company goals?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify the factors that contribute to operational risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine ways of reinforcing the company's image through employee performance?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						