



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Information Management

**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 demonstrate the 21<sup>st</sup> Century Skills and 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**

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- 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**

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- Discuss the nature of information management.
- Assess information needs.
- Obtain needed information efficiently.
- Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- Analyze competitors' offerings.

## EVENT SITUATION

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You are to assume the role of the manager of LOCAL HARDWARE, a locally owned hardware store located in a city of 25,000 people. The owner of the business (judge) wants your help in collecting information from customers about a new competitor.

LOCAL HARDWARE has been the only hardware and home improvement store in the small city until three months ago when the national chain HOME STATION opened for business. In the past three months, LOCAL HARDWARE has seen a decline in profits and in the number of customers in the store each day.

The owner of LOCAL HARDWARE (judge) wants your help in collecting information from customers. The owner (judge) wants to find out why customers are shopping at HOME STATION rather than LOCAL HARDWARE. The owner (judge) feels the information obtained can help LOCAL HARDWARE in the future. LOCAL HARDWARE has a Facebook account, a large database of customer email addresses and the ability to have information printed on receipts.

The owner (judge) wants you to determine:

- A sampling plan (who to include, how many, how chosen)
- Needed information
- Specific questions to ask about competitor's offerings
- Method information will be obtained

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of the owner of LOCAL HARDWARE, a locally owned hardware store located in a city of 25,000 people. You want the manager's (participant's) help in collecting information from customers about a new competitor.

LOCAL HARDWARE has been the only hardware and home improvement store in the small city until three months ago when the national chain HOME STATION opened for business. In the past three months, LOCAL HARDWARE has seen a decline in profits and in the number of customers in the store each day.

You want the manager's (participant's) help in collecting information from customers. You want to find out why customers are shopping at HOME STATION rather than LOCAL HARDWARE. You feel the information obtained can help LOCAL HARDWARE in the future. LOCAL HARDWARE has a Facebook account, a large database of customer email addresses and the ability to have information printed on receipts.

You want the manager (participant) to determine:

- A sampling plan (who to include, how many, how chosen)
- Needed information
- Specific questions to ask about competitor's offerings
- Method information will be obtained

The participant will present information 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. Will there be any costs associated with your ideas?
2. What kind of incentive can we give our customers to participate?

Once the manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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  
2021**

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

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

**INSTRUCTIONAL AREA:**  
Information Management

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Discuss the nature of information management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Assess information needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Obtain needed information efficiently?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss the nature of sampling plans (i.e., who, how many, how chosen)?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Analyze competitors' offerings?	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>						