



CAREER CLUSTER
Business Management and
Administration

CAREER PATHWAY
General Management

INSTRUCTIONAL AREA
Information 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

- Develop communications plan.
- Assess information needs.
- Obtain needed information efficiently.
- Explain the role of ethics in information management.
- Solicit feedback.

CASE STUDY SITUATION

You are the director of marketing research for PAGE BOOKSTORES, a national chain of bookstores with 1,000 locations. PAGE BOOKSTORES sells books, magazines, games, toys, music, movies, and small gifts. During the late 1990s, PAGE BOOKSTORES had over 2,000 store locations. The popularity of the internet and e-commerce retailers led to poor sales which caused executives to close over half of PAGE BOOKSTORES locations.

For the past 15 years, PAGE BOOKSTORES has asked customers to participate in customer satisfaction surveys after a purchase. Printed on each paper receipt is a unique online code that can be entered online or over the telephone for participation in a customer satisfaction survey. Also included on the printed receipt is an incentive for customers to participate; each month PAGE BOOKSTORES rewards five customers that have participated in the survey with \$500.00 PAGE BOOKSTORES gift cards.

The customer satisfaction surveys asked customers questions about the specific PAGE BOOKSTORES location visited and also overall general questions about PAGE BOOKSTORES.

When the customer satisfaction surveys were first presented, PAGE BOOKSTORES saw a large number of customers participating in the surveys. Unfortunately, a majority of retailers are now also printing customer satisfaction survey information on paper receipts, making customers desensitized to the program and less likely to participate. In the last five years, PAGE BOOKSTORES has seen participation in the customer survey's decline by 85% since its introduction.

Executives at PAGE BOOKSTORES still desire customer feedback on specific store information and overall company information but need to find a better method or opportunities for gathering information.

YOUR CHALLENGE

The senior vice president of PAGE BOOKSTORES wants you to identify new creative opportunities to solicit customer feedback from store customers. The senior vice president wants you to determine number of questions to ask, specific inquiries, methods to obtain the information, and innovative methods to encourage participation.

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
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Information Management

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop communications plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Assess information needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Obtain needed information efficiently?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of ethics in information management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Solicit feedback?	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						