



RETAIL MERCHANDISING SERIES EVENT

RMS-26
Association Event 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Economics

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the importance of merchandising to retailers.
- Explain the concept of competition.
- Explain the principles of supply and demand.
- Determine factors affecting business risk.
- Plan on-floor assortments.

EVENT SITUATION

You are to assume the role of the general manager at HOMETOWN SUPPLIES, a local retailer that sells home improvement merchandise. The owner (judge) wants you to analyze the economic consequences of a national home improvement chain that opened in the area and make merchandising recommendations.

HOMETOWN SUPPLIES has been the only home improvement store in the region for over 50 years. The store has merchandise that is categorized into three departments: the lawn and garden department, the power tools department and the general home improvement department that includes paint, lighting, hardware and plumbing fixtures. Each of the three departments is equally divided in the store, showcasing the same amount of merchandise.

Two years ago, a DEPOT HOUSE store opened five miles away from HOMETOWN SUPPLIES. DEPOT HOUSE is a national home improvement chain with over 2,000 locations and operates out of big-box format stores. Due to the massive amount of inventory, DEPOT HOUSE offers more products than HOMETOWN SUPPLIES and at lower prices. DEPOT HOUSE also offers discounts to building contractors.

Since DEPOT HOUSE opened, HOMETOWN SUPPLIES has seen the following effects in each department:

- Lawn and garden – poor sales with excess inventory, DEPOT HOUSE has a larger selection
- Power tools – declining sales, DEPOT HOUSE prices are 15% lower on similar merchandise
- General home improvement – steady sales

The owner (judge) wants you to explain the economic effects of DEPOT HOUSE opening in the area and recommend changes to the on-floor merchandise assortments in HOMETOWN SUPPLIES that will help sales.

You will present the plan 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 the plan 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

JUDGE CHARACTERIZATION

You are to assume the role of the owner of HOMETOWN SUPPLIES, a local retailer that sells home improvement merchandise. You want the general manager (participant) to analyze the economic consequences of a national home improvement chain that opened in the area and make merchandising recommendations.

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- General home improvement – steady sales

You want the general manager (participant) to explain the economic effects of DEPOT HOUSE opening in the area and recommend changes to the on-floor merchandise assortments in HOMETOWN SUPPLIES that will help sales.

The participant will present information to you in a role-play to take place in the 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. What kind of sales or promotions should we offer to help us get rid of excess merchandise?
2. Should we completely eliminate any of the departments? Why or why not?

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

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



RETAIL MERCHANDISING SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of merchandising to retailers.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of competition.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the principles of supply and demand.	0-1-2-3	4-5-6	7-8-9	10	
4.	Determine factors affecting business risk.	0-1-2-3	4-5-6	7-8-9	10	
5.	Plan on-floor assortments.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						