COLLEGIATE DECA

RETAIL MANAGEMENT EVENT

CAREER CLUSTER
Business Management and Administration

CAREER PATHWAY
General Management

INSTRUCTIONAL AREA
Economics

PARTICIPANT INSTRUCTIONS

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

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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

- Describe factors that affect the business environment.
- Identify factors affecting a business's profit.
- Explain the concept of competition.
- Explain the nature of overhead/operating costs.
- Discuss the nature of operational risk management.

CASE STUDY SITUATION

You are the director of operations for **SCORE**, a chain of discount department stores with 2,000 locations in the United States. Most **SCORE** locations are considered big-box with 135,000 square feet of space. These stores sell all varieties of both household goods and grocery items. In addition, these large format stores also are considered delivery hubs for online orders, with stores fulfilling the majority of **SCORE's** online purchases.

After spending the last few years remodeling and updating current stores, executives at **SCORE** are now planning the next wave of new stores. The chief operating officer has identified two opportunities for **SCORE's** new locations:

Opportunity 1: Open traditional large format stores in new areas it has not yet competed in that are quite far from densely populated areas. These areas are at least 65 miles from the nearest **SCORE**. These areas have seen the demise of retailers in the community and have very few options locally for household goods and groceries.

Opportunity 2: Open small format **SCORE** stores, a new endeavor for the company. These 12,000 square feet stores would carry much less inventory and focus on smaller packages, geared towards customers using public transportation or walking. The small format stores would open in busy downtown areas and near college campuses.

YOUR CHALLENGE

The chief operating officer wants you to analyze both opportunities and determine the economic benefits and risks of each, factors to consider for each market that could affect the business environment, overhead and operating costs and competition.

The chief operating officer wants to hear the full analysis and your recommendation on which opportunity is the best for **SCORE**.

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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam 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 MANAGEMENT – 2026

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Economics

Participant: ___________________________

Participant: ___________________________

ID Number: ___________________________

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe factors that affect the business environment.	0-1-2-3	4-5-6	7-8-9	10	
2.	Identify factors affecting a business's profit.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the concept of competition.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the nature of overhead/operating costs.	0-1-2-3	4-5-6	7-8-9	10	
5.	Discuss the nature of operational risk management.	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	