



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Economics

**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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- Explain the importance of merchandising to retailers.
- Explain the concept of market and market identification.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of competition.

## EVENT SITUATION

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You are to assume the role of district operations manager for GO-MART. The district vice president (judge) has asked you to determine which brand of GO-MART retail store is best for a new rural location.

GO-MART is the leading big box retailer in the world. Currently, GO-MART has two types of branded retail stores: the GO-MART SUPERCENTER and NEIGHBORHOOD GO-MART. The GO-MART SUPERCENTERS are quite large and carry a large assortment of products in grocery, household goods, health and beauty, toys, apparel, shoes, craft, outdoor living, automotive, sports, and seasonal merchandise. NEIGHBORHOOD GO-MART stores carry grocery items and a small assortment of health and beauty items.

The town of Opal has 1,000 people and is surrounded by four other small communities with less than 500 people in each. The area has one school district with each school located in Opal. Opal has one local grocery store, a dollar type store, and a gas station. Each of the other small communities have convenient stores. The closest GO-MART SUPERCENTER is 50 miles away and the closest NEIGHBORHOOD GO-MART store is 30 miles away.

The district vice president (judge) has asked you to determine the following:

- The pros/cons and considerations in opening a GO-MART SUPERCENTER in Opal
- The pros/cons and considerations in opening a NEIGHBORHOOD GO-MART in Opal
- Final recommendation

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Procedures, 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

You are to assume the role of district vice president for GO-MART. You have asked the district operations manager (participant) to determine which brand of GO-MART retail store is best for a new rural location.

GO-MART is the leading big box retailer in the world. Currently, GO-MART has two types of branded retail stores: the GO-MART SUPERCENTER and NEIGHBORHOOD GO-MART. The GO-MART SUPERCENTERS are quite large and carry a large assortment of products in grocery, household goods, health and beauty, toys, apparel, shoes, craft, outdoor living, automotive, sports, and seasonal merchandise. NEIGHBORHOOD GO-MART stores carry grocery items and a small assortment of health and beauty items.

The town of Opal has 1,000 people and is surrounded by four other small communities with less than 500 people in each. The area has one school district with each school located in Opal. Opal has one local grocery store, a dollar type store, and a gas station. Each of the other small communities have convenient stores. The closest GO-MART SUPERCENTER is 50 miles away and the closest NEIGHBORHOOD GO-MART store is 30 miles away.

You have asked the district operations manager (participant) to determine the following:

- The pros/cons and considerations in opening a GO-MART SUPERCENTER in Opal
- The pros/cons and considerations in opening a NEIGHBORHOOD GO-MART in Opal
- Final recommendation

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. Aside from merchandise, how would opening a GO-MART store in Opal benefit the community?

2. Would there be any benefit in opening a GO-MART in one of the smaller neighboring communities rather than in Opal?

Once the district operations manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the district operations 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  
2020**

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #1**

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

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

**INSTRUCTIONAL AREA:  
Economics**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of competition?	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>						