



**CAREER CLUSTER**  
Business Management and  
Administration

**CAREER PATHWAY**  
General Management

**INSTRUCTIONAL AREA**  
Marketing

## **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**

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- 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**

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- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Reinforce service orientation through communication.
- Determine customer acquisition and retention strategy.

## **CASE STUDY SITUATION**

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You are the director of marketing for INFINITE HAPPINESS, a national chain of jewelry stores with over 600 locations in shopping malls across the nation. INFINITE HAPPINESS is a mid-priced jewelry store and experiences its highest sales before Valentine's Day, Mothers' Day and winter holidays.

The stores all feature cases devoted to engagement and wedding rings for both males and females, cases for other rings, necklaces, bracelets, watches, earrings and broaches. There is also a section of each store that features pieces designed for males that includes watches, cufflinks, rings, necklaces and earrings.

Traditionally, INFINITE HAPPINESS sees more male customers than female customers, however most male customers are purchasing jewelry to gift to females. The only time of year INFINITE HAPPINESS uses advertising to market to males is before Father's Day. The company will run 30-second television spots that promote buying INFINITE HAPPINESS watches and cufflinks for a special dad for Father's Day. There are no other marketing activities focused on products for males.

## **YOUR CHALLENGE**

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The senior vice president of INFINITE HAPPINESS wants the company to begin marketing the products designed for males. The senior vice president knows that the chain already has a large number of male customers, but the problem will be convincing them to purchase products for themselves.

The senior vice president wants you to develop marketing activities for the national level and for the store level that will convince males to purchase products for themselves. The senior vice president wants you to explain how your ideas will include current customers and help in acquiring new customers to INFINITE HAPPINESS stores.

## 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 MANAGEMENT  
2022**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Marketing

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

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Reinforce service orientation through communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine customer acquisition and retention strategy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						