



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

- 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

- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Explain management's role in customer relations.
- Determine customer acquisition and retention strategy.

CASE STUDY SITUATION

You are the vice president of operations for JOEL'S, a department store retail chain. There are over 1,000 JOEL'S stores across the nation. The large stores feature apparel and accessories, footwear, kitchenware, small furniture and other houseware. JOEL'S has a customer loyalty program that allows shoppers to earn points per dollar spent that are converted into valuable coupons.

In 2019, JOEL'S announced a partnership with WOW-AZON, the largest online retailer. JOEL'S began accepted WOW-AZON returns at its stores. During the first month of this new partnership, foot traffic increased 20% and an even greater increase was seen during the pandemic. JOEL'S executives thoughtfully placed the WOW-AZON return area in the back of each store, forcing people using the service to walk through the entire JOEL'S store to reach the return destination.

YOUR CHALLENGE

Unfortunately, the partnership has not led to an overall increase in sales. While the partnership with WOW-AZON has definitely increased foot traffic, the traffic is not making purchases at JOEL'S.

The senior vice president of JOEL'S wants you to determine strategies that will encourage WOW-AZON return customers to make purchases at JOEL'S.

The senior vice president wants you to highlight two strategies, determine how JOEL'S employees' and store management's actions can help with the desired results and how to turn new customers into repeat JOEL'S customers.

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 2023

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
PERFORMANCE INDICATORS						
1.	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	
2.	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	
3.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain management's role in customer relations?	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	
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						