



CAREER CLUSTER
Business Management and
Administration

CAREER PATHWAY
General Management

INSTRUCTIONAL AREA
Economics

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 the concept of competition.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.
- Explain factors that influence customer/client/business buying behavior.
- Discuss the importance of the coordinating/controlling role in the business environment.

CASE STUDY SITUATION

You are the chief marketing officer for MARKET, a popular big box discount department store chain. MARKET has the most store locations and the highest profits of any other discount department store chain in the nation. The retailer is known for low prices and a wide selection of merchandise in various departments.

MARKET's highest sales are during the winter holiday season. On the popular shopping day the day after Thanksgiving, MARKET always boasts the highest profits and repeatedly demonstrates growth year-over-year in same store sales. In fact, MARKET boasts higher sales in the fourth quarter than any other retailer in the nation, including the mega online retailer WAREHOUSE, which is the only quarter MARKET outsells WAREHOUSE.

MARKET's second highest sales are during the back-to-school season. MARKET sets each of its 3,000 stores with back-to-school merchandise mid-July after condensing the seasonal summer merchandise. The highest back-to-school sales occur from mid-August through mid-September. Although MARKET sees great customer buying behavior, WAREHOUSE repeatedly has higher third quarter sales.

Back-to-school sales do not fuel WAREHOUSE's high third quarter sales. Instead, the high sales are due to an annual sales promotion WAREHOUSE holds for two days in July named WAREHOUSE Primo. During the two-day event, WAREHOUSE reduces its prices on an eclectic range of merchandise, including apparel, jewelry, electronics, furniture, linens, beauty items and everyday household goods such as pet food, paper towels and hand soap. The low prices influence customers to make impulse purchases and to wait to make a major purchase from a competitor until the WAREHOUSE Primo sale.

YOUR CHALLENGE

The senior vice president of MARKET wants to consider adding an annual sale at all MARKET stores in July to compete with WAREHOUSE Primo. The senior vice president feels that since MARKET can compete and beat WAREHOUSE in the fourth quarter, there is no reason the retailer cannot compete and beat Warehouse in the third quarter.

The senior vice president wants you to determine the coordination needed among the following if MARKET hosts an annual sale in July to rival WAREHOUSE Primo:

- Merchandising
- Supply Chain
- Human Resources (store managers, store employees, etc)
- Marketing

In addition, the senior vice president wants you to identify possible risks involved and any additional factors that could affect MARKET's profits with the addition of an annual rival sale.

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
2024**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Economics

ID Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of competition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	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	
5.	Discuss the importance of the coordinating/controlling role in the business environment?	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						