



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Operations

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- 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

- Explain the nature of distribution.
- Explain the relationship between customer service and distribution.
- Explain the nature of overhead/operating costs.
- Explain the concept of product mix.
- Determine factors affecting business risk.

EVENT SITUATION

You are to assume the role of a merchandising specialist for GALAXY PET, a retail chain specializing in pet food, products and services. The director of operations (judge) wants you to compare operational opportunities for the retailer in airports across the nation.

GALAXY PET stores sell a large variety of pet food and supplies for dogs, cats, birds, fish and other small animals. The stores are quite large and most also offer grooming services for dogs and cats.

The number of airplane passengers traveling with pets has skyrocketed in the last decade. It is not uncommon for passengers to travel with small dogs and cats on domestic flights. Some larger airports have animal relief areas for pet owners to take their pets before and/or after flights.

Executives at GALAXY PET are excited to bring the retailer into various airports. There are opportunities for GALAXY PET to sell limited products in the airport terminals, past security checkpoints. The director of operations (judge) has two different operational opportunities for GALAXY PET retail space inside airports and wants you to compare operating costs and product mix opportunities for both and make a final recommendation.

- Opportunity 1: GALAXY PET vending machines – Several GALAXY PET branded vending machines would be located in each airport, including all terminals
- Opportunity 2: GALAXY PET retail store – One GALAXY PET retail store would be located inside the airport

You will present your ideas to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of operations' (judge's) questions, the director of operations (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. Participant Instructions, 21st 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 the director of operations for GALAXY PET, a retail chain specializing in pet food, products and services. You want the merchandising specialist (participant) to compare operational opportunities for the retailer in airports across the nation.

GALAXY PET stores sell a large variety of pet food and supplies for dogs, cats, birds, fish and other small animals. The stores are quite large and most also offer grooming services for dogs and cats.

The number of airplane passengers traveling with pets has skyrocketed in the last decade. It is not uncommon for passengers to travel with small dogs and cats on domestic flights. Some larger airports have animal relief areas for pet owners to take their pets before and/or after flights.

Executives at GALAXY PET are excited to bring the retailer into various airports. There are opportunities for GALAXY PET to sell limited products in the airport terminals, past security checkpoints. You have two different operational opportunities for GALAXY PET retail space inside airports and want the merchandising specialist (participant) to compare operating costs and product mix opportunities for both and make a final recommendation.

- Opportunity 1: GALAXY PET vending machines – Several GALAXY PET branded vending machines would be located in each airport, including all terminals
- Opportunity 2: GALAXY PET retail store – One GALAXY PET retail store would be located inside the airport

The participant will present information to you in a role-play to take place in the 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. How should we promote this new sales channel?
2. Can you think of any other sales opportunities inside the airport?

Once the merchandising specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the merchandising specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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 MERCHANDISING SERIES 2024

JUDGE'S EVALUATION FORM DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA: Operations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the relationship between customer service and distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of overhead/operating costs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						