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|  | **FBLA MARKETING**  **CASE STUDY** |  |

**PARTICIPANT INSTRUCTIONS**

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left, and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges. You have recently been hired by *The Cutting Edge*. Your team will need to develop the policies and procedures for services provided by *The Cutting Edge* that also include the ways to track customers and provide a customer loyalty program. The judges will play the role of *The Cutting Edge* owners.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

**PERFORMANCE INDICATORS**

* Identify ways businesses track customers.
* Analyze the ways in which changing cultural characteristics impact serving customers.
* Design policies and procedures for serving customers.
* Explain the concept of service extensions and their role in differentiating firm’s offerings.
* Design strategies for maintaining customer loyalty.
* Describe a code of ethical behavior.

CONTINUED

**CASE STUDY SITUATION**

You (the competitors) have recently been hired by *The Cutting Edge. The Cutting Edge* is a locally owned full service hair and nail salon. As *The Cutting Edge* slowly expanded over the last few years, they have added a number of hair stylists and nail specialists. In the past the owners (the judges) have allowed each individual stylist and nail specialist to conduct the services offered to customers at their own discretion. The owners have realized the ten stylists and four nail specialists each have their own way of providing services. This has caused for a number of complaints by customers in recent months.

The owners realize that a company policy and procedure manual needs to be developed. They have asked your team to come up with a plan for service policies and procedures all hair stylists and nail specialists will follow.

Additionally:

* The owners would like you to look at any service extensions that could be addressed.
* The owners would also like to add a written code of ethical behavior for employees to follow that compliments the policies and procedures. The code of ethical behavior would help to identify the business’s standards and culture.
* The owners asked that the plan address the business’s means of tracking customers and services, along with strategies to develop a customer loyalty program.

Your team has been asked to present its recommendations to the owners of *The Cutting Edge*.

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|  | **FBLA MARKETING**  **CASE STUDY**  **JUDGE’S INSTRUCTIONS** |  |

**JUDGING THE PRESENTATION**

1. This is a role-playing event with the judges serving as the owners of *The Cutting Edge,* which is a salon that offers hair stylist and nail specialist services.
2. After the introductions, you should begin the meeting by welcoming the marketing consulting team members (the competitors). The team members will then begin their dialogue with the owners (the judges).
3. This is an interactive problem, so treat the presentation as a conversation. Each of the members of the team should respond to at least one question or issue. At six minutes the timekeeper will stand, and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
4. You will close the event by thanking the participants for their input and recommendations. The participants will hand in their note cards before leaving.
5. Complete the rating sheet.

**CASE STUDY SITUATION**

You (the judges) are the owners of *The Cutting Edge,* a locally owned full service hair and nail salon. As *The Cutting Edge* slowly expanded over the last few years, you have added a number of hair stylists and nail specialists. In the past you have allowed each individual stylist and nail specialist to conduct the services offered to customers at their own discretion. You have realized the ten stylists and four nail specialists each have their own way of providing services. This has caused for a number of complaints by customers in recent months.

As the owners of *The Cutting* Edge, you realize that a company policy and procedure manual needs to be developed. You have asked a consulting team (the competitors) to come up with a plan for service policies and procedures all hair stylists and nail specialists will follow.

Additionally:

* You would like the consulting team to look at any service extensions that could be addressed.
* You would also like the team to help develop a written code of ethical behavior for employees to follow that compliments the policies and procedures. The code of ethical behavior would help to identify the business’s standards and culture.
* You have asked the team to develop a plan that addresses the business’s means of tracking customers and services, along with strategies to develop a customer loyalty program.

As the owners you have requested a presentation of all ideas.

During the role-play performance, feel free to ask any of the following questions:

1. Why is the development of the policies and procedures manual essential for *The Cutting Edge*?
2. Can you discuss the benefits of having a code of ethics?
3. Describe the benefits of developing a customer loyalty program?
4. Explain ways that we can utilize the data we collect about our customers?

There is no right or wrong answer to the event. However, in a team event, the ability of the team members to work together to come to a consensus, based on the facts provided (and those that you care to add) should be the basis for the score. The individual or team should present its suggestions with clarity and conviction.

Feel free to enhance the story as much as you want, but if you enhance it for one, make sure you enhance it for all the groups.