

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

FOOD MARKETING 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 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

1. Generate product ideas.
2. Explain the concept of product mix.
3. Identify product's/service's competitive advantage.
4. Explain key factors in building a clientele.
5. Explain the concept of market and market identification.

EVENT SITUATION

You are to assume the role of director of operations for FOOD & MORE, a small, regional grocery store chain with fifteen locations in three states. The president of the company (judge) is willing to invest funds into expanding the deli departments in each store, but first wants you to determine a product mix that would entice shoppers and encourage repeat visits.

FOOD & MORE has been serving its communities for over 60 years. Each location features traditional grocery store offerings plus an in-house bakery that provides specialty cakes, cookies and breads. The in-house bakeries are popular among the communities for special occasions. FOOD & MORE does have deli departments within each store, but they are quite small and offer traditional deli items such as cured meats and cheeses. The only prepared food items the deli markets are potato salad, coleslaw and macaroni salad. Customers purchasing these items tend to be Baby Boomers or older generations.

The president of FOOD & MORE (judge) is considering investing funds into expanding the deli department in each location. A recent report shows that the top performing grocery stores have top-notch prepared food departments within the deli. The report went on to say that a good prepared food department will result in consumers making more trips to the store. The president (judge) feels that a more varied prepared food department will expand the demographics of shoppers, as well.

The president (judge) has asked you to determine which other traditional and unique prepared food products the deli departments in FOOD & MORE can offer that will attract younger demographics and encourage repeat visits. The president (judge) wants you to explain how your product mix will make the department a destination.

You will present your recommendations to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the president's (judge's) questions, the president (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of president of FOOD & MORE, a small, regional grocery store chain with fifteen locations in three states. You are willing to invest funds into expanding the deli departments in each store, but first want the director of operations (participant) to determine a product mix that would entice shoppers and encourage repeat visits.

FOOD & MORE has been serving its communities for over 60 years. Each location features traditional grocery store offerings plus an in-house bakery that provide specialty cakes, cookies and breads. The in-house bakeries are popular among the communities for special occasions. FOOD & MORE does have deli departments within each store, but they are quite small and offer traditional deli items such as cured meats and cheeses. The only prepared food items the deli markets are potato salad, coleslaw and macaroni salad. Customers purchasing these items tend to be Baby Boomers or older generations.

You are considering investing funds into expanding the deli department in each location. A recent report shows that the top performing grocery stores have top-notch prepared food departments within the deli. The report went on to say that a good prepared food department will result in consumers making more trips to the store. You feel that a more varied prepared food department will expand the demographics of shoppers, as well.

You have asked the director of operations (participant) to determine which other traditional and unique prepared food products the deli departments in FOOD & MORE can offer that will attract younger demographics and encourage repeat visits. You want the director (participant) to explain how the proposed product mix will make the department a destination.

The participant will present ideas to you in a role-play to take place in your 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 many stores should we expand as a test program and why?
2. How can we get feedback from customers about our product mix?
3. How can we best communicate our expanded prepared foods in the deli department to our communities?

Once the director of operations (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of operations (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

**FOOD MARKETING SERIES, 2018**

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of market and market identification?	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