

**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Operations

**RETAIL MERCHANTISING SERIES EVENT****PARTICIPANT INSTRUCTIONS**

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

**21<sup>st</sup> 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. Discuss the role of ethics in operations.
2. Maintain a safe work environment.
3. Allocate merchandise to stores/regions.
4. Explain the nature of effective communications.
5. Make decisions.

## **EVENT SITUATION**

You are to assume the role of district manager for STATION EXPRESS, a chain of 24-hour convenience stores. You manage a dozen locations in the district. The senior vice president of the chain (judge) has asked you to create a plan for your stores that are located in a voluntary evacuation area due to a possible hurricane.

STATION EXPRESS is a typical convenience store, stocked with snacks, beverages, hot prepared food, newspapers, magazines, and small grocery and household items. STATION EXPRESS does not sell gasoline, but does have a small supply of automobile products such as windshield wiper fluid, windshield wiper blades and motor oil.

Six of the twelve STATION EXPRESS stores in your district are located on or near the coast. The other six locations are 200-300 miles inland. The weather service has been following a potential hurricane as it heads toward the coast. Currently, it is not a hurricane. The weather pattern began as Tropical Depression Pat but has now gained strength and is Tropical Storm Pat. Meteorologists are predicting that when Pat reaches the coast, it will hit as a Category 1 or Category 2 Hurricane. Pat is predicted to reach the coast in three days. There is a voluntary evacuation in place.

Executives at STATION EXPRESS want to provide service to all customers in the path of the storm. It is known that water and grocery items will be in high demand in those areas. Executives also want to ensure the utmost safety of customers, employees and their families.

The senior vice president (judge) wants you to decide what measures need to be taken to ensure the six STATION EXPRESS stores in Pat's path have appropriate supplies of bottled water and other necessities. You may move products among the twelve stores in your district. The senior vice president (judge) also wants you to determine how each location can maintain a safe work environment. Specifically, the senior vice president (judge) wants you to determine:

- How to manage staff that want to voluntarily evacuate from the coastal areas
- How to manage store managers that want to voluntarily evacuate from the coastal areas
- At what point to close all six coastal stores
- How to communicate store closings to employees and the public

You will meet with the senior vice president (judge) to discuss the potential hurricane in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have met with the senior vice president (judge) and have answered the vice president's (judge's) questions, the senior vice 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. 21<sup>st</sup> 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 senior vice president for STATION EXPRESS, a chain of 24-hour convenience stores. You have asked a district manager (participant), that manages a dozen stores, to create a plan for the stores in the district that are located in a voluntary evacuation area due to a possible hurricane.

STATION EXPRESS is a typical convenience store, stocked with snacks, beverages, hot prepared food, newspapers, magazines, and small grocery and household items. STATION EXPRESS does not sell gasoline, but does have a small supply of automobile products such as windshield wiper fluid, windshield wiper blades and motor oil.

Six of the twelve STATION EXPRESS stores in the district manager's (participant's) district are located on or near the coast. The other six locations are 200-300 miles inland. The weather service has been following a potential hurricane as it heads toward the coast. Currently, it is not a hurricane. The weather pattern began as Tropical Depression Pat but has now gained strength and is Tropical Storm Pat. Meteorologists are predicting that when Pat reaches the coast, it will hit as a Category 1 or Category 2 Hurricane. Pat is predicted to reach the coast in three days. There is a voluntary evacuation in place.

Executives at STATION EXPRESS want to provide service to all customers in the path of the storm. It is known that water and grocery items will be in high demand in those areas. Executives also want to ensure the utmost safety of customers, employees and their families.

You want the district manager (participant) to decide what measures need to be taken to ensure the six STATION EXPRESS stores in Pat's path have appropriate supplies of bottled water and other necessities. The district manager (participant) may move products among the twelve stores in the district. You also want the district manager (participant) to determine how each location can maintain a safe work environment. Specifically, you want the district manager (participant) to determine:

- How to manage staff that want to voluntarily evacuate from the coastal areas
- How to manage store managers that want to voluntarily evacuate from the coastal areas
- At what point to you close all six coastal stores
- How to communicate store closings to employees and the public

The participant will meet with you to discuss his/her ideas in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Should the major decisions be up to you or each store manager?
2. Is it ethical to mark up the price of bottled water if the demand will increase as Tropical Storm Pat approaches the district?

Once the district manager (participant) has discussed the hurricane plan and has answered your questions, you will conclude the role-play by thanking the district manager (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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.

**RETAIL MERCHANDISING SERIES, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**

Operations

Did the participant:

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

1.	Discuss the role of ethics in operations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Maintain a safe work environment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Allocate merchandise to stores/regions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of effective communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Make decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

**21<sup>st</sup> 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**