



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Information Management

## **FOOD MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Describe the scope of the Internet.
2. Describe the use of technology in customer relationship management.
3. Identify factors affecting a business's profit.
4. Identify ways that technology impacts business.
5. Maintain customer records.

## EVENT SITUATION

You are to assume the role of management trainee for a COUNTY SUPERMARKET. The owner (judge) has asked you to discuss using the Internet as a marketing tool.

COUNTY SUPERMARKET is a large rural supermarket serving a population of approximately 7,000. The store is located within one mile of an assisted living center. The center provides transportation to the store for its residents. Two main industrial plants are located within a few blocks of COUNTY SUPERMARKET. Being located in a rural area, the store's customers come from a wide geographic area of over a 30-mile radius.

Many of the store's customers work at one of the two industrial plants. Because the plants operate on three shifts, some shift workers find it inconvenient to shop at the store before or after work. Shift hours are 7:00 a.m. to 3:00 p.m., 3:00 p.m. to 11:00 p.m., or 11:00 p.m. to 7:00 a.m.

COUNTY SUPERMARKET's store hours are 8:00 a.m. to 7:00 p.m. Since many plant workers travel several miles to work, once they leave the area, they are not likely to return for shopping.

The owner (judge) is dedicated to technology and is looking for ways to interact with customers over the Internet. He/she is considering a new Internet ordering service for customers.

Specifically, the owner (judge) is considering implementing a new service called FIP24. FIP24 stands for fax, Internet, or phone, 24 hours a day. This would allow customers to fax, use the Internet, or phone in their orders and pick them up at any time the store's hours allow.

The owner (judge) has asked you to discuss the possibility of implementing FIP24. The owner (judge) is interested in your opinion of the impact FIP24 would have on store operations and customer service. The owner (judge) has not developed a cost analysis of providing new services, and would like your opinion on cost-saving measures and how new services might boost the store's profits. The owner (judge) would also appreciate any other suggestions for customer service promotions.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas for FIP24 and other suggestions. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your ideas.

## **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. 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 owner of COUNTY SUPERMARKET. You have asked your management trainee (participant) to discuss using the Internet as a marketing tool.

COUNTY SUPERMARKET is a large rural supermarket serving a population of approximately 7,000. The store is located within one mile of an assisted living center. The center provides transportation to the store for its residents. Two main industrial plants are located within a few blocks of COUNTY SUPERMARKET. Being located in a rural area, the store's customers come from a wide geographic area of over a 30-mile radius.

Many of the store's customers work at one of the two industrial plants. Because the plants operate on three shifts, some shift workers find it inconvenient to shop at the store before or after work. Shift hours are 7:00 a.m. to 3:00 p.m., 3:00 p.m. to 11:00 p.m., or 11:00 p.m. to 7:00 a.m.

COUNTY SUPERMARKET's store hours are 8:00 a.m. to 7:00 p.m. Since many plant workers travel several miles to work, once they leave the area, they are not likely to return for shopping.

Specifically, the owner (judge) is considering implementing a new service called FIP24. FIP24 stands for fax, Internet, or phone, 24 hours a day. This would allow customers to fax, use the Internet, or phone in their orders and pick them up at any time the store's hours allow.

You have asked your management trainee (participant) to discuss the possibility of implementing FIP24. You are interested in the management trainee's (participant's) opinion of the impact

FIP24 would have on store operations and customer service. You have not developed a cost analysis of providing new services but would like the management trainee's (participant's) opinion on cost-saving measures and how new services might boost the store's profits. You would appreciate any other suggestions for customer service promotion.

The management trainee (participant) will present the ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the management trainee (participant) and asking to hear the ideas on FIP24 and other customer service promotions.

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

1. What is our best strategy for providing exceptional services to those living at the assisted living center?
2. How can we compensate for the loss of face-to-face customer service so that we can still maintain a positive relationship with our customers?
3. In what other ways could we use technology in our business?

After the management trainee (participant) has presented the ideas and has answered your questions, you will conclude the role-play by thanking the employee (participant) for the ideas.

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 <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.

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## JUDGE'S EVALUATION FORM

FMS  
STATE EVENT 2010

### DID THE PARTICIPANT:

#### 1. Describe the scope of the Internet?

**Little/No Value**

**0, 2**

Attempts at describing the scope of the Internet were inadequate or weak.

**Below Expectations**

**4, 6, 8**

Adequately described the scope of the Internet.

**Meets Expectations**

**10, 12, 14**

Effectively described the scope of the Internet.

**Exceeds Expectations**

**16, 18**

Very effectively described the scope of the Internet.

#### 2. Describe the use of technology in customer relationship management?

**Little/No Value**

**0, 2**

Attempts at describing the use of technology in customer relationship management were inadequate or weak.

**Below Expectations**

**4, 6, 8**

Adequately described the use of technology in customer relationship management.

**Meets Expectations**

**10, 12, 14**

Effectively described the use of technology in customer relationship management.

**Exceeds Expectations**

**16, 18**

Very effectively described the use of technology in customer relationship management.

#### 3. Identify factors affecting a business's profit?

**Little/No Value**

**0, 2**

Attempts at describing factors that would affect the business's profit were weak or inadequate.

**Below Expectations**

**4, 6, 8**

Adequately described factors that would affect the business's profit.

**Meets Expectations**

**10, 12, 14**

Effectively described factors that would affect the business's profit.

**Exceeds Expectations**

**16, 18**

Very effectively described factors that would affect the business's profit.

#### 4. Identify ways that technology impacts business?

**Little/No Value**

**0, 2**

Attempts at identifying ways that technology impacts business were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately identified ways that technology impacts business.

**Meets Expectations**

**10, 12, 14**

Effectively identified ways that technology impacts business.

**Exceeds Expectations**

**16, 18**

Very effectively identified ways that technology impacts business.

#### 5. Maintain customer records?

**Little/No Value**

**0, 2**

Attempts at maintaining customer records were inadequate or weak.

**Below Expectations**

**4, 6, 8**

Adequately planned how to maintain customer records.

**Meets Expectations**

**10, 12, 14**

Effectively planned how to maintain customer records.

**Exceeds Expectations**

**16, 18**

Very effectively planned how to maintain customer records.

#### 6. Overall impression and response to the judge's questions.

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_