



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Product/Service 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. Explain the nature and scope of the product/service management function.
2. Identify product opportunities.
3. Describe the uses of grades and standards in marketing.
4. Identify quality-control measures.
5. Explain customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of produce manager for FOOD GIANT. The store manager (judge) of the store has asked you to develop a strategy for maintaining high-quality produce.

FOOD GIANT is a large supermarket with a well-established customer base. The store manager (judge) wants to maintain a positive image for the store and serve customers in the best way possible.

In the last few weeks, an increasing number of customers have been returning produce that is not fresh. You and the store manager (judge) have discussed this trend and are concerned about expired food not being removed from the shelves in a timely manner. Although stock workers are careful about keeping the shelves well maintained, they have not been diligent in removing nearly expired produce from the shelves.

FOOD GIANT has a 50% markdown policy on produce that will expire within three days. Expired produce is thrown out on the date of expiration. In your review of the policy, you have found that a large amount of food is being discarded on the date of expiration. You wonder if the store's code dating and maintenance of fresh produce is meeting the store's demands.

The store manager (judge) has asked for your ideas on strategy for maintaining an up-to-date produce inventory, determining better buying decisions and perhaps setting new reduction prices. Since the store manager (judge) has mentioned supporting two food banks in the community, your ideas should consider donations to these agencies.

You will present your ideas to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the store manager's (judge's) questions, the store manager (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 store manager of FOOD GIANT, a large super market. You have asked the produce manager (participant) to develop a strategy for maintaining high-quality produce.

FOOD GIANT is a large supermarket with a well-established customer base. You have always worked to maintain a positive image for the store and serve your customers in the best way possible.

In the last few weeks, an increasing number of customers have been returning produce that is not fresh. You and your produce manager (participant) have discussed this trend and are concerned about expired food not being removed from the shelves in a timely manner. Although stock workers are careful about keeping the shelves well maintained, they have not been diligent in removing nearly expired produce from the shelves.

FOOD GIANT has a 50% markdown policy on produce that will expire within three days. Expired produce is thrown out on the date of expiration. In your review of the policy, the produce manager (participant) has found that a large amount of food is being discarded on the date of expiration. The produce manager (participant) has indicated that the store's code dating and maintenance of fresh produce may not be meeting the store's demands.

You have asked the produce manager (participant) for ideas on maintaining an up-to-date inventory of produce, determining better buying decisions and perhaps setting new reduction prices. You have asked the produce manager (participant) to consider including donations to two food banks located in the community.

The produce manager (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 produce manager (participant) and asking to hear his/her ideas.

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

1. Are our buying decisions reasonable based on the expiration dates? If we continue to mark produce down, is this taking away from the image of the store?
2. Who sets the expiration date on produce? Is it necessary to have the same dating code for all produce?
3. If we donate to the food banks on the date of expiration, will that cause us extra liability if the produce is not used on that date?

After the produce manager (participant) has presented the ideas and has answered your questions, you will conclude the role-play by thanking the produce manager (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 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. |

JUDGE'S EVALUATION FORM
FMS
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the nature and scope of the product/service management function?

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations |
|--|---|---|--|
| 0, 2 Attempts at explaining the nature and scope of the product/service management function were inadequate or weak. | 4, 6, 8 Adequately explained the nature and scope of the product/service management function. | 10, 12, 14 Effectively explained the nature and scope of the product/service management function. | 16, 18 Very effectively explained the nature and scope of the product/service management function. |
| | | | |

2. Identify product opportunities?

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations |
|---|--|--|---|
| 0, 2 Attempts at identifying product opportunities were inadequate or weak. | 4, 6, 8 Adequately identified product opportunities. | 10, 12, 14 Effectively identified product opportunities. | 16, 18 Very effectively identified product opportunities. |
| | | | |

3. Describe the uses of grades and standards in marketing?

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations |
|---|---|---|--|
| 0, 2 Attempts at describing the uses of grades and standards were inadequate or weak. | 4, 6, 8 Adequately described the uses of grades and standards in marketing. | 10, 12, 14 Effectively described the uses of grades and standards in marketing. | 16, 18 Very effectively described the uses of grades and standards in marketing. |
| | | | |

4. Identify quality-control measures?

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations |
|---|---|---|--|
| 0, 2 Attempts at identifying quality-control measures were inadequate or unclear. | 4, 6, 8 Adequately identified quality-control measures. | 10, 12, 14 Effectively identified quality-control measures. | 16, 18 Very effectively identified quality-control measures. |
| | | | |

5. Explain customer/client/business buying behavior?

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations |
|--|---|---|--|
| 0, 2 Attempts at explaining buying behavior were inadequate or weak. | 4, 6, 8 Adequately explained buying behavior. | 10, 12, 14 Effectively explained buying behavior. | 16, 18 Very effectively explained buying behavior. |
| | | | |

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

| Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations |
|---|--|--|--|
| 0, 1 Demonstrated few skills; could not answer the judge's questions. | 2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately. | 5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively. | 8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly. |
| | | | |

Judge's Initials _____

TOTAL SCORE _____