



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Economics

**RETAIL MERCHANDISING 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 demonstrate the 21<sup>st</sup> Century Skills and 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**

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- 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**

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- Explain the nature of channels of distribution.
- Describe factors that affect the business environment.
- Identify factors affecting a business's profit.
- Identify the effects of global trade on retailing.
- Explain the relationship between customer service and distribution.

## EVENT SITUATION

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You are to assume the role of the operations manager for HOME SPLENDOR, an off-price retail chain specializing in furniture, art and other home décor. The director of operations (judge) wants you to analyze online sales and make a recommendation that will help profits but also keep customers happy.

HOME SPLENDOR currently has 800 locations and operates a website for online sales. The chain has become a customer favorite. They treat a trip to HOME SPLENDOR like a treasure hunt because new merchandise arrives frequently. The hashtag #SplendorTreasure has been tagged in more than 40,000 posts on social media by happy customers. Video posts of customers unboxing their online HOME SPLENDOR purchases rank higher than any other HOME SPLENDOR posts or mentions on social media.

Online sales are steady, but unfortunately net sales from e-commerce were less than 2% of total sales last quarter. An increase in shipping costs, especially shipping furniture and artwork, has skyrocketed, and delays in the supply chain with imported merchandise has made inventory unreliable.

The director of operations (judge) is unsure how to handle the low return on investment with online sales. The director (judge) wants you to:

- Analyze the pros/cons of eliminating the online sales channel
- List the pros/cons of keeping the online sales channel
- Make a recommendation
- Explain how the recommendation will help profits and keep customers happy

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

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the director of operations for HOME SPLENDOR, an off-price retail chain specializing in furniture, art and other home décor. You want the operations manager (participant) to analyze online sales and make a recommendation that will help profits but also keep customers happy.

HOME SPLENDOR currently has 800 locations and operates a website for online sales. The chain has become a customer favorite. They treat a trip to HOME SPLENDOR like a treasure hunt because new merchandise arrives frequently. The hashtag #SplendorTreasure has been tagged in more than 40,000 posts on social media by happy customers. Video posts of customers unboxing their online HOME SPLENDOR purchases rank higher than any other HOME SPLENDOR posts or mentions on social media.

Online sales are steady, but unfortunately net sales from e-commerce were less than 2% of total sales last quarter. An increase in shipping costs, especially shipping furniture and artwork, has skyrocketed, and delays in the supply chain with imported merchandise has made inventory unreliable.

You are unsure how to handle the low return on investment with online sales. You want the operations manager (participant) to:

- Analyze the pros/cons of eliminating the online sales channel
- List the pros/cons of keeping the online sales channel
- Make a recommendation
- Explain how the recommendation will help profits and keep customers happy

The participant will present information 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 can we tell if your recommendation is effective?
2. How is off-price merchandise different than traditional merchandise when channeling inventory?

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

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

## EVALUATION INSTRUCTIONS

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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 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 director 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.



## RETAIL MERCHANDISING SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Economics

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe factors that affect the business environment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify the effects of global trade on retailing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the relationship between customer service and distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						