



Marketing
SAMPLE ROLE PLAY 1

PARTICIPANT INSTRUCTIONS

- You have 20 minutes to review the information and prepare your presentation. You can take notes for the presentation.
- During preparation, give an ID label to your adult assistant.
- Your presentation is 7 minutes long. You'll get a 1-minute warning when the timekeeper holds up a colored card. When time is up, the timekeeper will hold up a colored card, and you must stop immediately.
- After the presentation, you have up to 3 minutes to answer the judge's questions.
- Every team member must participate in both the presentation and answering questions.
- Turn in all notes and materials when you're done.

PERFORMANCE INDICATORS

- Explain the nature of distribution channels and how they connect products to consumers.
- Develop strategies for marketing to new and emerging markets.
- Identify product opportunities and positioning factors for market success.
- Explain the concept of target market identification and consumer segmentation.
- Explain key considerations in developing effective pricing strategies for products or services.

SAMPLE

CASE STUDY SITUATION

You are to assume the roles of marketing consultants for VALLEY FRESH FARMS, a regional organic produce distributor that has supplied restaurants and grocery stores for 12 years. The director of business development (judge) has hired your firm to develop a marketing strategy to expand into the direct-to-consumer market while maintaining the company's current wholesale business.

VALLEY FRESH FARMS began as a cooperative of local organic farms and has built a strong reputation for quality produce among restaurants and independent grocery stores in a three-state region. The company sources from over 40 local farms and distributes seasonal organic fruits, vegetables, and herbs. Until recently, VALLEY FRESH FARMS focused exclusively on business-to-business sales and enjoyed steady growth as demand for organic and locally-sourced products increased.

During the past 18 months, the company has noticed a shift in the market. Several competing farms have launched successful direct-to-consumer subscription services, delivering fresh produce boxes directly to homes. Consumer interest in knowing where food comes from and supporting local agriculture has grown significantly. VALLEY FRESH FARMS conducted market research showing that 70% of consumers in their region are interested in home delivery of local organic produce, and 45% would pay premium prices for convenience and guaranteed freshness. The company wants to launch a consumer-facing brand and direct delivery service within six months while continuing to serve its wholesale customers. The company has secured initial funding but needs a comprehensive marketing strategy to successfully enter this new market.

You must address the following in your presentation:

- What the market opportunity is and what the company needs to achieve
- Proposed strategies to successfully launch the direct-to-consumer business
- How you will evaluate the success of the new market expansion

Your team will present the strategy to the director of business development (judge) in a meeting at the company headquarters. The director of business development (judge) will begin the presentation by greeting your team and asking to hear the strategy. After the strategy has been presented and you have answered the director of business development's (judge's) questions, the director of business development (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of director of business development of VALLEY FRESH FARMS. You have hired a team of marketing consultants (participant team) to develop a marketing strategy to expand into the direct-to-consumer market while maintaining the company's current wholesale business.

VALLEY FRESH FARMS began as a cooperative of local organic farms and has built a strong reputation for quality produce among restaurants and independent grocery stores in a three-state region. The company sources from over 40 local farms and distributes seasonal organic fruits, vegetables, and herbs. Until recently, VALLEY FRESH FARMS focused exclusively on business-to-business sales and enjoyed steady growth as demand for organic and locally-sourced products increased.

During the past 18 months, you have noticed a shift in the market. Several competing farms have launched successful direct-to-consumer subscription services, delivering fresh produce boxes directly to homes. Consumer interest in knowing where food comes from and supporting local agriculture has grown significantly. VALLEY FRESH FARMS conducted market research showing that 70% of consumers in your region are interested in home delivery of local organic produce, and 45% would pay premium prices for convenience and guaranteed freshness. The company wants to launch a consumer-facing brand and direct delivery service within six months while continuing to serve its wholesale customers. The company has secured initial funding but needs a comprehensive marketing strategy to successfully enter this new market.

The marketing consultants (participant team) should address the following in their presentation:

- What the market opportunity is and what the company needs to achieve
- Proposed strategies to successfully launch the direct-to-consumer business
- How they will evaluate the success of the new market expansion

The consultants (participants) will present the strategy to you in a meeting to be held at the company headquarters. You are to begin the presentation by greeting the consultants (participants) and asking to hear the strategy.

Presentation Procedure

- Participants receive 20 minutes of preparation time prior to presenting. Presentations will be scheduled at 10–15 minute intervals.
- Please place the participant team's name and ID number in the upper right-hand corner of the Evaluation Form.
- During the first 7 minutes, the team presents their analysis, recommendations, and rationale. Allow them to complete this portion without interruption unless a question is required. Timekeeper will provide 1-minute warning and indicate when time is up.
- During the next 3 minutes, ask questions to determine understanding. Each team member should respond to at least one question. Ask the same standard questions to all teams, then any team-specific questions.
- After questioning, conclude by thanking the participants and complete the Evaluation Form, recording scores for all categories. Maximum score is 100 points.

JUDGING THE PRESENTATION

Judge Responsibilities

- Listen to the full presentation without interruption.
- Ask the standard questions provided (plus any team-specific questions).
- Score the participants using the **Response Criteria, Performance Indicators, and Presentation Criteria**.
- Conclude the meeting by thanking participants.

Response Criteria

Evaluate the participant's ability to analyze the business situation and develop strategic recommendations using the following criteria:

- Demonstrates understanding of the role play and defines the business objectives.
- Identifies logical solution and develops implementation plan.

Performance Indicators

Ensure that the scores reflect the participant's understanding and application of the performance indicators:

- Explain the nature of distribution channels and how they connect products to consumers.
- Develop strategies for marketing to new and emerging markets.
- Identify product opportunities and positioning factors for market success.
- Explain the concept of target market identification and consumer segmentation.
- Explain key considerations in developing effective pricing strategies for products or services.

Presentation Criteria

Evaluate the quality of the presentation itself using the following presentation criteria:

- Statements are well-organized and clearly stated; demonstrates preparedness.
- Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.
- Demonstrates the ability to effectively answer the judges' questions.

Standard Questions

After the initial presentation you are to ask the following questions of each participant team:

1. How will entering the consumer market affect our relationships with our current restaurant and grocery store customers?
2. What makes you confident that consumers will choose our service over established competitors?
3. What are the biggest risks in launching this new business model, and how can we prepare for them?
4. What should success look like in the first 60–90 days after launch?

Scoring Definitions

- **Exceeds Expectations:** Information is presented effectively and creatively; nothing more could be expected.
- **Meets Expectations:** Information is presented well; minor problems or omissions may exist but are not significant. Creativity may be limited.
- **Below Expectations:** Presentation does not meet minimum standards of acceptability.
- **Little/No Value:** Major flaw or omission significantly reduces effectiveness, or the information presented is of no value.

JUDGE'S EVALUATION FORM

Event: Marketing Role Play

Response Criteria	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Demonstrates understanding of the role play and defines the business objectives	10-9	8-7-6	5-4-3	2-1-0	_____
Identifies logical solution and develops implementation plan	10-9	8-7-6	5-4-3	2-1-0	_____

Case Analysis & Response Subtotal: _____ / 20

Performance Indicator <i>Did the Participant:</i>	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Explain the nature of distribution channels and how they connect products to consumers?	10-9	8-7-6	5-4-3	2-1-0	_____
Develop strategies for marketing to new and emerging markets?	10-9	8-7-6	5-4-3	2-1-0	_____
Identify product opportunities and positioning factors for market success?	10-9	8-7-6	5-4-3	2-1-0	_____
Explain the concept of target market identification and consumer segmentation?	10-9	8-7-6	5-4-3	2-1-0	_____
Explain key considerations in developing effective pricing strategies for products or services?	10-9	8-7-6	5-4-3	2-1-0	_____

Performance Indicators Subtotal: _____ / 50

Presentation Criteria	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Statements are well-organized and clearly stated; demonstrates preparedness?	10-9	8-7-6	5-4-3	2-1-0	_____
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection?	10-9	8-7-6	5-4-3	2-1-0	_____
Demonstrates the ability to effectively answer the judges' questions?	10-9	8-7-6	5-4-3	2-1-0	_____

Presentation Subtotal: _____ / 30

Total Points: _____ / 100