



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Information Management/Economics

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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Discuss the nature of information management.
2. Describe current business trends.
3. Explain the principles of supply and demand.
4. Identify factors affecting a business's profit.
5. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).

EVENT SITUATION

You are to assume the role of an **Assistant Manager** at **Healthy Alternatives Food Market** in Woodsy, Wisconsin. The **Owner** (judge) has asked you to analyze the possibility of moving the store due to the large growth in sales (150%) over the past four years. The Owner (judge) has asked for your input as to whether or not marketing research should be conducted prior to making a decision.

Healthy Alternatives Food Market is an all-natural and organic food store that provides customers with choices relative to food and other products. The store is located in a city that has a permanent population of 12,000 which triples in size during the summer months due to a large tourist population. Currently, the store is located on a heavily traveled highway with outstanding visibility but limited parking. This is problematic as the store cannot be expanded; there is very little aisle space, and there is no opportunity for product expansion offerings. Customers are always bumping into each other and having to special order products that should be stocked.

Healthy Alternatives Food Market is like a regular grocery store, but it is significantly smaller in size. Healthy Alternatives Food Market has a small number of regular customers who are loyal to the purchasing of their food and household needs from the store. Healthy Alternatives Food Market offers: produce, dairy, meat, breads, grains, cereals, frozen, canned goods, deli, bakery, chips, household goods, health and beauty products, beverages, and supplements. The quality of the products is high with prices nearly twice the amount of a regular grocery store. The owner wants to increase product offerings, create a larger deli and bakery, and provide a place for customers to purchase and eat lunch inside/outside of the store.

Though the owner is not interested in purchasing a new location and building, he/she is interested in renting a larger location that Woodsy currently has available. Prior to making this commitment, the owner wants you to determine if marketing research should be conducted and what type of questions you could/should ask of the customers. You should make sure you cover the following:

- Should the store conduct research?
- Provide a few questions that should be asked of customers
- Explain the value this research will provide the owner.

You will make your presentation 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. After you have presented and have answered the Owner's (judge's) questions, the Owner (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. 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 **Healthy Alternatives Food Market** in Woodsy, Wisconsin. You have asked your **Assistant Manager** (participant) to analyze the possibility of moving the store due to the large growth in sales (150%) over the past 4 years. As the Owner, you (judge) have asked your Assistant Manager (participant) for their input as to whether or not marketing research should be conducted prior to making a decision.

Healthy Alternatives Food Market is an all-natural and organic food store that provides customers with choices relative to food and other products. Your store is located in a city that has a permanent population of 12,000 which triples in size during the summer months due to a large tourist population. Currently, the store is located on a heavily traveled highway with outstanding visibility but limited parking. This is problematic as the store cannot be expanded; there is very little aisle space, and there is no opportunity for product expansion offerings. Customers are always bumping into each other and having to special order products that should be stocked.

Healthy Alternatives Food Market is like a regular grocery store but significantly smaller. The store has a small number of regular customers who are loyal to the purchasing of their food and household needs from the store. Healthy Alternatives Food Market offers: produce, dairy, meat, breads, grains, cereals, frozen, canned goods, deli, bakery, chips, household goods, health and beauty products, beverages, and supplements. The quality of the products is high with prices nearly twice the amount of a regular grocery store. The owner wants to increase product

offerings, create a larger deli and bakery, and provide a place for customers to purchase and eat lunch inside/outside of the store.

You (judge) are not interested in purchasing a location and building, but are interested in renting a larger location that Woodsy currently has readily available. Prior to making this commitment, you want to determine if marketing research should be conducted and what type of questions you could/should ask of the customers. The participant should cover the following:

- Should the store conduct research?
- Provide a few questions should be asked of customers
- Explain the value this research will provide the owner.

The Assistant Manager (participant) will make his/her presentation 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 his/her ideas.

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

1. How will you conduct the primary marketing research?

Possible answers:

- *Students could conduct a paper survey with a self-addressed postage paid envelope, or ask participants to conduct an online survey using research software like survey monkey or both.*

2. What types of questions should we ask and why?

Possible answers:

- *Are customers happy with the location?*
- *Is the parking convenient?*
- *Are product offerings adequate?*
- *What additional product/service offerings would you like the store to offer?*
- *Questions on customer service skills of employees, etc.*

3. How could a larger location better the business for its customers?

Possible answers:

- *The business could offer more products.*
- *The business could meet the needs of its customers.*
- *The business could expand its bakery and deli and offer inside/outside seating.*
- *The business could have a great location that offers visibility and easy parking.*
- *The business will improve customer satisfaction with their shopping experience.*
- *The business' sales and profits will grow with the new location.*

4. What should we do next if the research proves we should move so we can grow?

Possible answers:

- *The owner should seek out property owners that have store rentals and/or meet with realtors that know of property owners that have store space for rent. Negotiations should be conducted to provide a long term lease and assisting with building improvements.*

Once the Assistant Manager (participant) has answered your questions, you will conclude the role-play by thanking the Assistant 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.

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.



FOOD MARKETING SERIES EVENT, 2015

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

**INSTRUCTIONAL AREA: Information
Management/Economics**

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS						
1.	Discuss the nature of information management.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe current business trends.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the principles of supply and demand.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Identify factors affecting a business's profit.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions.	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						