



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing and Promotion

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. Explain factors that influence customer/client/business buying behavior
2. Discuss actions employees can take to achieve the company's desired results
3. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
4. Identify the elements of the promotional mix
5. Explain the types of promotion

EVENT SITUATION

You are to assume the role as **Marketing Manager** for **Hometown Proud Grocery Store**. Hometown Proud Grocery Store is small, community grocery store, located in a town of roughly 20,000 people. As the marketing manager for Hometown Proud, the store owner (judge), Mr./Ms. Kelly Anderson, has asked to meet with you in hopes of remaining competitive within the store's neighborhood community.

Hometown Proud was established in the 1970s and has remained committed to exceeding customer expectations with quality products, competitive prices, outstanding service, impeccable cleanliness, and being the best employer. Hometown Proud is located on the outskirts of town, near a small neighborhood made up of a combination of younger first-time homeowners with small children and elderly people who have downsized to smaller, more affordable homes. Hometown Proud Grocery Store has made its goals to be the friendliest, have the best quality and freshest products, have the fastest checkouts, and to be a leader in the grocery industry.

Although Hometown Proud Grocery Store has a strong reputation within the surrounding neighborhood, the grocery store has seen steady decrease in customers and sales with the addition of a larger, corporate store's new online shopping and grocery delivery services. The larger, corporate grocery store offers online shopping and the customer can pick up the order in person later that day. Another option with the larger store is to place an order in advance and have it delivered to the customer's house the next day for a \$5 or less fee (orders over \$100 are delivered free of charge).

Many first time mothers are finding the online shopping and grocery delivery services helpful in saving time and stress in their daily schedules. Additionally, many elderly residents are using the grocery deliver service as a way to avoid the harsh winters and stay safely in their homes. Since many of Hometown Proud Grocery Store's target customers are first time homeowners and parents or the elderly, the store is losing a good portion of its regular customers.

As the decrease in sales and customers becomes more and more substantial, the Hometown Proud Grocery Store owner (judge) has asked to meet with you to identify ways of generating sales, retaining current customers, and attracting new customers to combat the new services provided by the larger grocery stores in the area. Since Hometown Proud is smaller and employs fewer people, implementing online shopping and grocery delivery services is not a feasible option. Because of this, the store owner has asked you to develop a new, realistic promotional mix while honoring the current goals of the store.

You will present your ideas to the store's owner (judge) in a meeting to take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting 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** (judge) of **Hometown Proud Grocery Store**, Mr. /Ms. Anderson. Hometown Proud Grocery Store is small, community grocery store, located in a town of roughly 20,000 people. As the owner (judge) of Hometown Proud, you have asked your marketing manager (student) to meet with you in hopes of remaining competitive within the store's neighborhood community.

Hometown Proud was established in the 1970s and has remained committed to exceeding customer expectations with quality products, competitive prices, outstanding service, impeccable cleanliness, and being the best employer. Hometown Proud is located on the outskirts of town near a small neighborhood made up of a combination of younger first-time homeowners with small children and elderly people who have downsized to smaller, more affordable homes. Hometown Proud Grocery Store has made its goals to be the friendliest, have the best quality and freshest products, have the fastest checkouts, and to be a leader in the grocery industry.

Although Hometown Proud Grocery Store has a strong reputation within the surrounding neighborhood, the grocery store has seen steady decrease in customers and sales with addition of a larger, corporate store's new online shopping and grocery delivery services. The larger, corporate grocery store offers online shopping and the customer can pick up the order in person later that day. Another option with the larger store is to place an order in advance and have it

delivered to the customer's house the next day for a \$5 or less fee (orders over \$100 are delivered free of charge).

Many first time mothers are finding the online shopping and grocery delivery services helpful in saving time and stress in their daily schedules. Additionally, many elderly residents are using the grocery deliver service as a way to avoid the harsh winters and stay safely in their homes. Since many of Hometown Proud Grocery Store's target customers are first time homeowners and parents or the elderly, the store is losing a good portion of its regular customers.

As the decrease in sales and customers becomes more and more substantial, the Hometown Proud Grocery Store owner (judge) has asked to meet with the marketing manager (student) to identify ways of generating sales, retaining current customers, and attracting new customers to combat the new services provided by the larger grocery stores in the area. Since Hometown Proud is smaller and employees fewer people, implementing online shopping and grocery delivery services is not a feasible option. Because of this, you have asked your marketing manager (student) to develop a new, realistic promotional mix while honoring the current goals of the store.

The marketing manager (student) will present his/her ideas in a meeting to take place in your (judge's) office. You (judge) will begin the meeting by greeting the marketing manager (student) 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. Do you feel it will cost Hometown Proud Grocery Store more to reach new customers or retain the customers we already have? Why do you feel this way?
 - a. *Possible Solution: It will cost Hometown Proud more to reach new customers. Studies have shown that it costs five times more to reach new customers than it does to retain current customers.*
 - b. Outside of the new promotional mix, what do you feel our current employees can do to retain our current customers and ensure they are repeat customers?
 - a. *Possible Solution:*
 - i. *Types of promotion/Promotional Mix/Plan*
 1. *Advertising*
 2. *Personal Selling*
 3. *Sales Promotion (contests, rebates, sweepstakes, etc)*
 4. *Public Relations (Social Media-celebrity endorsers)*
 5. *Direct Marketing*
 - ii. *Employees can spread the word about new promotions*
 - iii. *Since prior to the larger stores new initiatives Hometown Proud was competing with other grocery stores in the community, employees should continue to focus on the organizational goals of to be the friendliest, have the best quality and freshest products, have the fastest checkouts, and to be a leader in the grocery industry.*

After the marketing manager (student) has presented his/her ideas and has answered any of your (judge's) questions, you (judge) will conclude the meeting by thanking him/her for their 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, 2016

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: MARKETING AND PROMOTION

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Explain factors that influence customer/client/business buying behavior	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Discuss actions employees can take to achieve the company's desired results	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	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	
4.	Identify the elements of the promotional mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the types of promotion	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						