



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Channel Management

## **ENTREPRENEURSHIP 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 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**

- 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**

1. Explain the nature of channels of distribution.
2. Explain the nature of channel strategies.
3. Select channels of distribution.
4. Explain the concept of market and market identification.
5. Identify company's unique selling proposition.

## **EVENT SITUATION**

You are to assume the role of an entrepreneur that has created a line of all-natural haircare products named CLEANSE. Your business partner (judge) has asked you to analyze a list of four retailers that want to sell CLEANSE products and decide which is the best sales channel for the company to reach the target market.

CLEANSE is a new line of all-natural shampoos and conditioners that are certified organic and vegan. CLEANSE products are completely free of all animal ingredients and have not been tested on animals. The shampoos and conditioners are softly scented and are packaged in 10-ounce bottles made from recycled materials. Currently, CLEANSE products are only available on the company website. Each 10-ounce bottle is priced at \$15.99.

Professional women with moderate to high socio-economic status have been the largest market purchasing CLEANSE products. The customers have an allegiance to the organic and vegan qualities that are important to the company and do not mind spending more for haircare products that support that.

The company has been so successful that several retailers have asked to carry CLEANSE products. Your business partner (judge) has narrowed the list to four different retailers that are interested in selling the products. It is important that each retailer be analyzed to determine the success CLEANSE will have using the sales channel to reach the target market.

Option 1 – MAYGREENS – a popular drugstore with over 8,000 locations. Each store has a dedicated cosmetics/beauty department where CLEANSE products would be located.

Option 2 – X-MART – the world’s largest big-box retail chain. X-MART is the world’s largest company and has over 11,00 locations. CLEANSE products would be located with all other haircare products in the health/beauty aisles. X-MART carries many brands of haircare products.

Option 3 – WORDSTROM – a high-end department store with 200 locations. The department store does not typically sell haircare products, but would have a special display in the upscale cosmetics department.

Option 4 – URBA – a specialty retailer that sells cosmetics, skincare, fragrances and haircare products. There are over 900 locations. URBA sells a wide variety of haircare products at all price points, both less expensive and more expensive than CLEANSE.

You will present your analysis and recommendation to your business partner (judge) in a role-play to take place in your partner’s (judge’s) office. Your business partner (judge) will begin the role-play by greeting you and asking to hear your analysis. After you have presented your analysis and have answered your business partner’s (judge’s) questions, your business partner (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. 21<sup>st</sup> Century Skills and 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 the business partner of an entrepreneur (participant) that has created a line of all-natural haircare products named CLEANSE. You have asked the entrepreneur (participant) to analyze a list of four retailers that want to sell CLEANSE products and decide which is the best sales channel for the company to reach the target market.

CLEANSE is a new line of all-natural shampoos and conditioners that are certified organic and vegan. CLEANSE products are completely free of all animal ingredients and have not been tested on animals. The shampoos and conditioners are softly scented and are packaged in 10-ounce bottles made from recycled materials. Currently, CLEANSE products are only available on the company website. Each 10-ounce bottle is priced at \$15.99.

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Option 4 – URBA – a specialty retailer that sells cosmetics, skincare, fragrances and haircare products. There are over 900 locations. URBA sells a wide variety of haircare products at all price points, both less expensive and more expensive than CLEANSE.

The participant will present an analysis and recommendation 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. Which retailer is the least logical choice to carry CLEANSE products? Why?
2. Do you think we need to make any changes to our pricing, based on your selection of retailer?
3. How should we promote our new sales channel to our current customers?

Once the entrepreneur (participant) has presented the analysis and has answered your questions, you will conclude the role-play by thanking the entrepreneur (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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



**ENTREPRENEURSHIP SERIES, 2019**

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

**JUDGE'S EVALUATION FORM**  
SAMPLE

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Channel Management

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.	Explain the nature of channel strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Select channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify company's unique selling proposition?	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>						