



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing-Information Management

RETAIL MERCHANDISING 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 the nature of marketing research and explain what specific data or information needs to be collected.
2. Describe options businesses use to obtain marketing-research data
3. Describe data-collection methods
4. Discuss the nature of sampling plans
5. Explain characteristics of effective data-collection instruments

EVENT SITUATION

You are to assume the role of **Assistant Manager** for **Main Street Hardware** in Octane, Wisconsin. Main Street Hardware is a small local hardware store, which has been family-owned for over 100 years. Sales in the past few years have been rapidly declining and the **Store Owner** (judge) has asked you to come up with a marketing research plan to find out what Main Street Hardware needs to do to regain the lost sales and turn the business around.

Main Street Hardware has been owned and operated by the Smith family since the early 1900's. The business is located in the same historic building as when it first opened in downtown Octane, Wisconsin (which has a population of just over 2,000 residents.) Main Street Hardware is a full line hardware store that sells: electrical and plumbing supplies, lawn and garden items, paints and painting supplies, tools and all kinds of nuts, bolts, nails and screws.

Up until a few years ago, Main Street Hardware was doing a steady business with many regular customers. Now, the store is barely making enough profit to keep its doors open. First, the housing market collapse impacted the business. Then two years ago, a large franchise hardware store opened in town.

The Store Owner (judge) is very concerned about this downward trend in profits, and has informed you that if the sales do not improve, the store will go out of business within two years. The Store Owner (judge) has asked you to put together an effective market research plan to find out what Main Street Hardware needs to do to turn sales around. Your plan needs to include the following:

- What data/information needs to be collected
- Options to obtain marketing-research data
- Data-collection methods
- Sampling plans
- Effectiveness of data-collection instruments

You will present to the Store Owner (judge) in a role-play to take place in the Owner's (judge's) office. The Store Owner (judge) will begin the role-play by greeting you and asking to hear your Market Research plan. 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 the **Store Owner** for **Main Street Hardware** in Octane, Wisconsin. Main Street Hardware is a small local hardware store, which has been family-owned for over 100 years. Sales in the past few years have been rapidly declining and you have asked your **Assistant Manager** (participant) to come up with a marketing research plan to find out what Main Street Hardware needs to do to regain the lost sales and turn the business around.

Main Street Hardware has been owned and operated by the Smith family since the early 1900's. The business is located in the same historic building as when it first opened in downtown Octane, Wisconsin (which has a population of just over 2,000 residents.) Main Street Hardware is a full line hardware store that sells: electrical and plumbing supplies, lawn and garden items, paints and painting supplies, tools and all kinds of nuts, bolts, nails and screws.

Up until a few years ago, Main Street Hardware was doing a steady business with many regular customers. Now, the store is barely making enough profit to keep its doors open. First, the housing market collapse impacted the business. Then two years ago, a large franchise hardware store opened in town.

You are very concerned about this downward trend in profits, and have informed the Assistant Manager (participant) that if the sales do not improve, the store will go out of business within two years. You have asked the Assistant Manager (participant) to put together an effective

market research plan to find out what Main Street Hardware needs to do to turn sales around. You have specifically asked that the plan includes the following:

- What data/information needs to be collected
- Options to obtain marketing-research data (i.e., primary and secondary research)
- Data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)
- Sampling plans (i.e., who, how many, how chosen)
- Effectiveness of data-collection instruments

The participant will present 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 Market Research plan.

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

1. How much time will be needed to set this marketing research plan up, and who should be responsible for collecting the research results?

Possible answers:

- *If we have a company outside to do the research it will cost more and they may not be able to get it done right away, but it will be more valid. If we do it in-house, the results may be biased with a smaller sampling, but with a shorter timeline.*

2. What are the costs involved with this plan?

Possible answers:

- *It will depend on the data collection method chosen, with mail, internet and telephone being the least expensive method. Also, the larger the sampling plan the more expensive the cost will be.*

3. How valid are the research results going to be?

Possible answers:

- *The larger the sampling plan, the more accurate the results. Also, to prevent validity errors by creating valid research instruments.*

Once the Assistant Manager (participant) has presented and 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.



RETAIL MERCHANDISING SERIES, 2015

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Marketing Information Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing research and explain what specific data or information needs to be collected.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Discuss the nature of sampling plans (i.e., who, how many, how chosen)	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain characteristics of effective data-collection instruments	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						