



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Operations

**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 distribution issues and trends
2. Explain policies/procedures for handling shoplifting
3. Devise/enact merchandise security measures to minimize inventory shrinkage
4. Process returned/damaged product
5. Explain the relationship between customer service and distribution

## EVENT SITUATION

You are the **Store Manager** at **DECA Furnishings**. DECA Furnishings offers a wide range of retail items including home furnishings, furniture, and decorations. DECA Furnishings is a chain that is located throughout the Midwest. In recent months, your store has seen a lot of employee turnover with an increase in foot traffic due to the high volume of tourism in the summer months.

You have been asked to meet with the regional manager, Mr./Miss Casey Jones (judge), to discuss the operation processes the store has in place when it comes to theft and inventory shrinkage. Since there is such an increase in foot traffic and so many recent employees there has been an increase in “missing” items when you have completed inventory counts. The current policies are not enough to prevent shoplifting. You will need to revise and add to the current policies and procedures put in place to deter shoplifting from happening at the store.

Current Policies:

Outside

- Surveillance camera systems keep watch over guests, team members and their vehicles.
- Strategic parking lot lighting and landscaping prevent crime by increasing visibility.
- Big concrete structures are placed on the sidewalk keep cars from driving onto the curb.

Inside

- Surveillance camera systems watch over guests, team members and products.
- Restrooms are located in highly visible areas so team members can monitor activity around them.
- Limited backroom access protects team members from potential security risks.
- Shopping carts are specially designed to be difficult to tip over.

The other piece of the puzzle is to reduce the amount of returned products to your store. There has been an increase in returns, specifically damaged products. You need to focus on customer service and distribution of your goods that will satisfy your customer’s needs and wants.

You will be presenting your ideas to the Casey Jones (judge) in the meeting room at DECA Furnishings. The regional manager will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas, you will answer the regional manager’s (judge) questions. The regional manager will conclude the role play by thanking you for your hard 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, Mr./Miss Casey Jones, the regional manager (judge) at DECA Furnishings. DECA Furnishings offers a wide range of retail items including home furnishings, furniture, and decorations. DECA Furnishings is a chain that is located throughout the Midwest, but you will be meeting with the store manager based out of Wisconsin Dells, Wisconsin. This store has seen a lot of employee turnover with an increase in foot traffic due to the high volume of tourism in the summer months.

You have requested this meeting with the store manager (participant) to discuss the operation processes the store has in place when it comes to theft and inventory shrinkage. Since there is such an increase in foot traffic and so many recent employees there has been an increase in "missing" items when they have completed inventory counts. The store manager is working from the current policies and procedures to brainstorm new ideas that would deter shoplifters.

Current Policies:

Outside

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- Big concrete structures are placed on the sidewalk keep cars from driving onto the curb.

Inside

- Surveillance camera systems watch over guests, team members and products.
- Restrooms are located in highly visible areas so team members can monitor activity around them.
- Limited backroom access protects team members from potential security risks.
- Shopping carts are specially designed to be difficult to tip over.

The store manager will be explaining to the regional manager (judge) what the policy and procedures are for handling shoplifting. However, you have made it clear you do not want to just discuss how to handle shoplifting but what the plan is for security measures within DECA Furnishings to decrease the amount of shoplifting that is occurring.

The other piece of the puzzle is how to reduce the amount of returned products to this DECA Furnishings store. There has been an increase in returns, specifically damaged products. The store manager will focus on customer service and distribution of your goods that will satisfy the customer's needs and wants.

The store manager (participant) will be presenting their ideas in a role-play to take place in a meeting room at DECA Furnishings. The regional manager (judge) will begin the role-play by greeting the store manager and asking to hear the ideas.

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

1. Why do you feel your plan will work to reduce the amount of inventory shrinkage that is currently taking place?
  - a. *Possible Solutions: This plan will work based on the fact we will watch our customers and employees more to make them more accountable. We will set up multiple security cameras and install a stronger punishment when we catch people shoplifting. We need to make a stricter return policy for damaged products. It is not appropriate for customers to turn in damaged materials.*
2. How does inventory shrinkage affect DECA Furnishing's profit margin?
  - a. *Possible Solutions: Inventory shrinkage affects a profit margin by lowering their bottom line. They lose money every time they have inventory shrinkage, because they are not making money on those items. It is not a good thing for a company to have inventory shrinkage.*
3. Explain why the return of damaged products to DECA Furnishings creates a problem for inventory counting.
  - a. *Possible Solutions: Inventory should be assessed for damage when shipments arrive into the store and damage should not occur after that. When products leave the store in an acceptable condition but are returned damaged, the store can no longer sell those products and lose money.*

After the store manager (PARTICIPANT) has answered your (JUDGE's) questions, you will conclude the role play by thanking the store manager 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.

<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.



**RETAIL MERCHANDISING SERIES, 2016**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA: OPERATIONS**

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 distribution issues and trends	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain policies/procedures for handling shoplifting	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Devise/Enact merchandise security measures to minimize inventory shrinkage	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Process returned/damaged product	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the relationship between customer service and distribution	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	
<b>TOTAL SCORE</b>						