



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Economics

## **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. Distinguish between economic goods and services
2. Describe types of business models
3. Explain the concept of competition
4. Explain how organizations adapt to today's markets
5. Explain the nature of business ethics

## **EVENT SITUATION**

You are a part owner in a new internet company called, “TRENDSETTERS” and are seeking an investor, Mr./Ms. Smith (judge), to help finance you with your start-up company. Trendsetters is a brand new way to shop for clothes that specifically targets men ages 18-34 who do not have time or ambition to shop for the newest styles. Trendsetters is an online company where customers will sign up with their measurements, style, and credit card to receive full outfits two times a month. Once a customer has signed up for Trendsetters the company will continue to send outfits to the customers which includes free shipping on any returns. All charges will be automatically put on the credit card used with sign up.

Today you will be meeting with Mr./Ms. Smith in their office to discuss the business model and need for your new company. Throughout your presentation you should be able to discuss the following information:

- Distinguish between economic goods and services
- Describe types of business models
- Explain the concept of competition
- Explain how organizations adapt to today’s markets
- Explain the nature of business ethics

Once finished with the presentation, you will try to close the sale with the potential investor.

## **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 as MR./MS. SMITH, a POTENTIAL INVESTOR for a start-up company called, "Trendsetters." This company demonstrates a brand new way to shop for clothes that specifically targets men ages 18-34 who do not have time or ambition to shop for the newest styles. Trendsetters is an online company where customers will sign up with their measurements, style, and credit card to receive full outfits two times a month. Once a customer has signed up for Trendsetters the company will continue to send outfits to the customers which includes free shipping on any returns. All charges will be automatically put on the credit card used with sign up.

Today you will be meeting with a part owner (participant) in your office to discuss business model and need for the new company. Throughout the presentation they will discuss the following information:

- Distinguish between economic goods and services
- Describe types of business models
- Explain the concept of competition
- Explain how organizations adapt to today's markets
- Explain the nature of business ethics

Once finished with the presentation the part owner will try to close the sale with you.

During the course of the meeting you are to ask the following questions of each participant:

1. Explain the type of service you will offer to the customer of Trendsetters.
  - a. *Possible Solution: In this model we will offer customers of Trendsetters multiple services. The first service is choosing the right outfits for the customer and then shipping it to their house so they never need to worry about going to a store. The other service is having free returns on any of the merchandise sold.*
2. Describe the cancellation policy if customers decide they no longer want to be subscribers of the business.
  - a. *Possible Solution: Cancellation policies could vary but should incorporate the following information:*
    - i. *Logging onto the customer's account and discontinuing service*
    - ii. *Calling customer service to discontinue*
    - iii. *Should not be a long or hard process and kept as easy as possible.*

Once the participant has answered your questions, you will conclude the meeting by thanking the 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.

### Performance Indicator Information

1. **Distinguish between economic goods and services:** Goods are tangible items a person would purchase, where services are intangible items such as (pedicure, shipping, flight, etc.)
2. **Describe types of business models:** There are many different types of business models that companies can adapt. In this scenario the participant is using a subscription based model where the customers would sign up and receive products until it is cancelled.
3. **Explain the concept of competition:** Competition is a large part of success in a business. If you can demonstrate a competitive advantage you are better suited to remain ahead of your competition. The types of competition are: Direct (McDonald's and Burger King), Indirect (Olive Garden and Red Lobster), Price (Wal-Mart, Dollar Tree) and Non-Price (Apple, Coach)
4. **Explain how organizations adapt to today's markets:** Organizations are adapting to today's markets by using online services or social media sites to market and grow their business.
5. **Explain the nature of business ethics:** Business ethics is doing the right thing for the community, business, stakeholders, and customers. When looking at business ethics you are concerning yourself with how the business is operating and making sure you are taking appropriate measures to ensure safety and satisfaction.



**RETAIL MERCHANDISING SERIES, 2018**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA**

Economics

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>					
1.	Distinguish between economic goods and services	10-11	12-13	14	
2.	Describe types of business models	10-11	12-13	14	
3.	Explain the concept of competition	10-11	12-13	14	
4.	Explain how organizations adapt to today's markets	10-11	12-13	14	
5.	Explain the nature of business ethics	10-11	12-13	14	
<b>21<sup>st</sup> CENTURY SKILLS</b>					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
<b>TOTAL SCORE</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 70-89th 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 50-69th percentile of business personnel performing this performance indicator