



OCCUPATIONAL CATEGORY
Marketing Management Series

INSTRUCTIONAL AREA
Product/Service Management

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Identify product opportunities.
2. Identify methods/techniques to generate a product idea.
3. Determine initial feasibility of product idea.
4. Explain the concept of product mix.
5. Develop strategies to position product/business.

EVENT SITUATION

You are to assume the role of manager of ESPRESSO UNWIND, a local coffee café. You will meet with the owner (judge) of the café to discuss a new business venture.

ESPRESSO UNWIND is an upscale coffee café with a tradition of high quality brand image. The café provides a place for locals to relax with friends, read a good book, the newspaper or one of the wide selections of magazines, and listen to piped in music. Customers at ESPRESSO UNWIND enjoy the atmosphere and are willing to pay \$4 for a cup of one of the café's specialty coffees. The café is designed for comfort and has relaxing furniture throughout. Both you and the owner (judge) want to maintain a casual environment at ESPRESSO UNWIND and always offer quality products.

Although the café is very profitable, the image of the shop is very important. Coffee houses are becoming increasingly popular in your area and the owner (judge) wants to be sure the café is ahead of the competition. The adjoining space next to the café is becoming available for purchase and the owner (judge) is interested in purchasing the space to expand the café. The owner (judge) has asked you to consider ways to improve the image of ESPRESSO UNWIND and utilize the expanded customer space.

You recently visited a successful music store in another town that offers a service for customers to burn their own CD's at the store. The cost of the CD includes the cost of royalties that must be paid to the recording studios. You were impressed with the décor of the store, including the computers sunk into the counters. Since the visit to the music store, you have briefly mentioned to the owner (judge) the possibility of integrating a music bar to the coffee café.

Your plans include the following concepts:

- Copying the design of the music store with wooden counters and high stools for copying and listening to music.
- Developing a partnership with the music store to provide the music inventory and licensing agreements for copying CDs.
- Expanding the current seating area with comfortable chairs, coffee tables, and small tables that would accommodate two to eight people.
- Training sales associates to tend to coffee requests and/or service the music counters.

Your presentation to the owner (judge) should cover the following considerations:

- product positioning
- customer relationships
- potential market
- possible new products or services that can be introduced

You will make your presentation to the owner (judge) in a meeting to take place in the owner's (judge) office. The meeting will begin with the owner (judge) greeting you and asking to hear your ideas for the expansion of the coffee café. After you have made your presentation and have answered the owner's (judge's) questions, the owner (judge) will end the meeting by thanking you for your presentation.

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 and Performance Indicators
2. Event Situation and 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.
3. Judge's Evaluation Instructions and 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 of ESPRESSO UNWIND, a local coffee café. You will meet with the manager (participant) of the café to discuss a new business venture.

ESPRESSO UNWIND is an upscale coffee café with a tradition of high quality brand image. The café provides a place for locals to relax with friends, read a good book, the newspaper or one of the wide selections of magazines, and listen to piped in music. Customers at ESPRESSO UNWIND enjoy the atmosphere and are willing to pay \$4 for a cup of one of the café's specialty coffees. The café is designed for comfort and has relaxing furniture throughout. Both you and the manager (participant) want to maintain a casual environment at ESPRESSO UNWIND and always offer quality products.

Although the café is very profitable, the image of the shop is very important. Coffee houses are becoming increasingly popular in your area and you want to be sure the café is ahead of the competition. The adjoining space next to the café is becoming available for purchase and you are interested in purchasing the space to expand the café. You have asked your manager (participant) to consider ways to improve the image of ESPRESSO UNWIND and expand the customer space.

The manager (participant) recently visited a successful music store in another town. This store provides an opportunity for customers to download music samples at the store on a unique thumb drive. The cost of the thumb drive includes the cost of royalties that must be paid to the recording studios. The manager (participant) was impressed with the décor of the store, including the computers sunk into the counter. Since the visit to the music store, the manager (participant) has been talking to you about the possibility of integrating a music bar to the coffee café. You have asked the manager (participant) to meet with you to discuss the idea.

The café manager's (participant's) plans include the following concepts:

- Copying the design of the music store, with wooden counters and high stools for copying and listening to music.
- Developing a partnership with the music store to provide the music inventory and licensing agreements for copying onto thumb drives.

- Expanding the current seating area with comfortable chairs, coffee tables, and small tables that would accommodate two to eight people.
- Training sales associates to tend to coffee requests and/or service the music counters.

The manager's (participant's) presentation to you should cover the following considerations:

- product positioning
- customer relationships
- potential market
- possible new products or services that can be introduced

The meeting with the café manager (participant) will take place in your office. You will begin the meeting by greeting the manager (participant) and asking to hear the ideas and plans for expanding the coffee café.

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

1. Is our image powerful enough to withstand the addition of a completely different product or service, like music recordings?
2. Will we run into legal problems sharing music onto the thumb drives?
3. Since we want the ESPRESSO UNWIND to be the premier coffee café in the area, could this change negatively effect our position in the market place?

Once the manager (participant) has completed the presentation and has answered your questions, you will end the meeting by thanking the manager (participant) for the presentation.

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.

JUDGE'S EVALUATION FORM
MMS-08
Product/Service Management

DID THE PARTICIPANT:

1. Identify product opportunities?

Little/No Value
0, 2

Attempts at identifying product opportunities were inadequate or ineffective.

Below Expectations
4, 6, 8

Adequately identified product opportunities.

Meets Expectations
10, 12, 14

Effectively identified product opportunities.

Exceeds Expectations
16, 18

Very effectively identified product opportunities.

2. Identify methods/techniques to generate a product idea?

Little/No Value
0, 2

Attempts at identifying methods/techniques to generate a product idea were inadequate or ineffective.

Below Expectations
4, 6, 8

Adequately identified methods/techniques to generate a product idea.

Meets Expectations
10, 12, 14

Effectively identified methods/techniques to generate a product idea.

Exceeds Expectations
16, 18

Very effectively identified methods/techniques to generate a product idea.

3. Determine initial feasibility of product idea?

Little/No Value
0, 2

Attempts at determining initial feasibility of product idea were inadequate or ineffective.

Below Expectations
4, 6, 8

Adequately determined initial feasibility of product idea.

Meets Expectations
10, 12, 14

Effectively determined initial feasibility of product idea.

Exceeds Expectations
16, 18

Very effectively determined initial feasibility of product idea.

4. Explain the concept of product mix?

Little/No Value
0, 2

Attempts at explaining the concept of product mix were inadequate or ineffective.

Below Expectations
4, 6, 8

Adequately explained the concept of product mix.

Meets Expectations
10, 12, 14

Effectively explained the concept of product mix.

Exceeds Expectations
16, 18

Very effectively explained the concept of product mix.

5. Develop strategies to position product/business?

Little/No Value
0, 2

Attempts at developing strategies to position product/business were inadequate or ineffective.

Below Expectations
4, 6, 8

Adequately developed strategies to position product/business.

Meets Expectations
10, 12, 14

Effectively developed strategies to position product/business.

Exceeds Expectations
16, 18

Very effectively developed strategies to position product/business.

6. Overall impression and response to the judge's questions.

Little/No Value
0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations
2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations
5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations
8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____