



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Distribution

**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 relationship between customer service and distribution.
2. Explain distribution issues and trends.
3. Ensure timely delivery of advertised merchandise.
4. Explain stock-handling techniques used in receiving deliveries.
5. Explain the nature of warehousing.

## **EVENT SITUATION**

You are to assume the role of manager at CABANA FLORAL. The shop's owner (judge) has asked you to help decide if and when to switch floral wholesalers.

CABANA FLORAL is a local floral shop located in a medium-sized community. The shop is one of 3 florists in the area. The shop has been the top florist in the community for over 20 years. Customers praise the freshness and long bloom time of flowers purchased from CABANA FLORAL. Customers also value the quality customer service from the staff.

CABANA FLORAL has always purchased inventory from a local floral wholesaler with a large warehouse located in the same city. The sales representative from the wholesaler visits the store each week to deliver the order, inspect each stem, give tips and help place the order for the next week. While there have been no issues with the quality of inventory, prices have steadily increased with the local wholesaler. Once again, prices have increased drastically this spring, with prom, Mother's Day and the wedding season around the corner.

The owner of CABANA FLORAL (judge) has received information about an Internet floral wholesaler. Prices from the Internet company appear to be much less than the local wholesaler. Orders for inventory are placed online every 3 weeks and are delivered via the postal system via overnight delivery.

The owner of CABANA FLORAL (judge) is in the process of deciding if they should start using the Internet floral wholesaler or continue to order from the local wholesaler. The owner (judge) has asked for your opinion in making the best business decision for the company.

You will explain your decisions to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have completed your presentation 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 owner of CABANA FLORAL. You have asked the shop manager (participant) for help in deciding if and when to switch floral wholesalers.

CABANA FLORAL is a local floral shop located in a medium-sized community. The shop is one of 3 florists in the area. The shop has been the top florist in the community for over 20 years. Customers praise the freshness and long bloom time of flowers purchased from CABANA FLORAL. Customers also value the quality customer service from the staff.

CABANA FLORAL has always purchased inventory from a local floral wholesaler with a large warehouse located in the same city. The sales representative from the wholesaler visits the store each week to deliver the order, inspect each stem, give tips and help place the order for the next week. While there have been no issues with the quality of inventory, prices have steadily increased with the local wholesaler. Once again, prices have increased drastically this spring, with prom, Mother's Day and the wedding season around the corner.

You have received information about an Internet floral wholesaler. Prices from the Internet company appear to be much less than the local wholesaler. Orders for inventory are placed online every 3 weeks and are delivered via the postal system via overnight delivery.

You are in the process of deciding if the company should start using the Internet floral wholesaler or continue to order from the local wholesaler. You have asked the shop's manager (participant) for an opinion in making the best business decision for the company.

The shop manager (participant) will explain the decisions 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 the presentation.

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

1. If we make the switch, what's the best way to evaluate customer satisfaction?
2. If we do not make the switch, how can we cope with the increased prices of our local wholesaler?
3. Why does the timing of switching wholesalers matter so much?

Once the shop manager (participant) has explained the decisions and has answered your questions, you will conclude the role-play by thanking the shop 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.

<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.

**JUDGE'S EVALUATION FORM**  
**RMS**  
**STATE EVENT 2011**

**DID THE PARTICIPANT:**

**1. Explain the relationship between customer service and distribution?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining the relationship between customer service and distribution were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the relationship between customer service and distribution.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the relationship between customer service and distribution.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the relationship between customer service and distribution.

**2. Explain distribution issues and trends?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining distribution issues and trends were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained distribution issues and trends.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained distribution issues and trends.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained distribution issues and trends.

**3. Ensure timely delivery of advertised merchandise?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at ensuring timely delivery of advertised merchandise were weak or incorrect.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately ensured timely delivery of advertised merchandise.

**Meets Expectations**

**12, 13, 14, 15**

Effectively ensured timely delivery of advertised merchandise.

**Exceeds Expectations**

**16, 17, 18**

Very effectively ensured timely delivery of advertised merchandise.

**4. Explain stock-handling techniques used in receiving deliveries?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining stock-handling techniques used in receiving deliveries were inadequate or unclear.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained stock-handling techniques used in receiving deliveries.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained stock-handling techniques used in receiving deliveries.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained stock-handling techniques used in receiving deliveries.

**5. Explain the nature of warehousing?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining the nature of warehousing were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the nature of warehousing.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the nature of warehousing.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the nature of warehousing.

**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** \_\_\_\_\_