



**OCCUPATIONAL CATEGORY**  
Retail Merchandising  
Management Level

**INSTRUCTIONAL AREA**  
Distribution

## **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 EVALUATED**

1. Explain the nature of warehousing.
2. Explain the receiving process.
3. Explain storing considerations.
4. Route stock to the sales floor.
5. Coordinate distribution with other marketing activities.

## **EVENT SITUATION**

You are to assume the role of receiving manager for the FENWICK DEPARTMENT STORE. The operations manager (judge) has asked you to design a plan for stock control to make a new warehouse efficient and effective.

As receiving manager, you are in charge of receiving, checking, marking and stocking all goods received in the store. Presently, your staff includes two checker/markers, two stockpeople, a maintenance worker and one office worker. Safety First Protection Agency provides security to the store. Part-time employees are used when necessary. The store buyers are not under your charge; however, you must work closely with them.

Currently all receiving, marking and storing of reserve stock occurs in FENWICK'S lower level receiving area. This space is inadequate, and a decision has been made to erect a new warehouse one mile away. All receiving and marking plus storage of most reserve stock will be handled at the new warehouse. The operations manager has asked you to design a general stock control plan that will illustrate how stock will be routed to the sales floor. Your plan should note any staff changes, describe security and maintenance of the new warehouse, and explain procedures for obtaining reserve stock, including types of forms and transportation required.

You will present your plan to the operations manager (judge) in a role-play to take place in the operation manager's (judge's) office. The operations manager (judge) will begin the role-play by greeting you and asking to hear your ideas. Once you have presented your plan and have answered the operations manager's (judge's) questions, the operations manager (judge) will conclude the role-play by thanking you for your efforts.

## **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 Evaluated
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 operations manager for the FENWICK DEPARTMENT STORE. You have asked your receiving manager (participant) to design a plan for stock control to make a new warehouse efficient and effective.

The receiving manager (participant) is in charge of receiving, checking, marking and stocking all goods received in the store. Presently, this person's staff includes two checker/markers, two stockpeople, a maintenance worker and one office worker. Safety First Protection Agency provides security to the store. Part-time employees are used when necessary. The store buyers are not under his/her charge; however, the receiving manager (participant) must work closely with them.

Currently all receiving, marking and storing of reserve stock occurs in FENWICK'S lower level receiving area. This space is inadequate, and a decision has been made to erect a new warehouse one mile away. All receiving and marking plus storage of most reserve stock will be handled at the new warehouse. You have asked the receiving manager (participant) to design a general stock control plan that will illustrate how stock will be routed to the sales floor. The plan should note any staff changes, describe security and maintenance of the new warehouse, and explain procedures for obtaining reserve stock, including types of forms and transportation required.

The receiving manager (participant) will present his/her plan to you in a role-play to take place in your office. You will begin the role-play by greeting the receiving manager (participant) and asking to hear the plan.

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

1. What are some potential drawbacks to using an off-site warehouse?
2. How can we evaluate the effectiveness of your plan?
3. How will your plan improve our customer service?

Once the receiving manager (participant) has presented a plan and has answered your questions, you will conclude the role-play by thanking the receiving manager (participant) for working on this project.

You are not to make any comment 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>
Excellent	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.
Good	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.
Fair	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.
Poor	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

RMML-03  
Distribution

### DID THE PARTICIPANT:

#### 1. Explain the nature of warehousing?

**POOR**

**0, 2**

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

**FAIR**

**4, 6, 8**

Adequately explained the nature of warehousing.

**GOOD**

**10, 12, 14**

Effectively explained the nature of warehousing.

**EXCELLENT**

**16, 18**

Very effectively and clearly explained the nature of warehousing.

#### 2. Explain the receiving process?

**POOR**

**0, 2**

Attempts at explaining the receiving process were confusing or unclear.

**FAIR**

**4, 6, 8**

Adequately explained the receiving process.

**GOOD**

**10, 12, 14**

Effectively explained the receiving process.

**EXCELLENT**

**16, 18**

Very effectively and clearly explained the receiving process.

#### 3. Explain storing considerations?

**POOR**

**0, 2**

Attempts at explaining storing considerations were inadequate or unclear.

**FAIR**

**4, 6, 8**

Adequately explained storing considerations.

**GOOD**

**10, 12, 14**

Effectively explained storing considerations.

**EXCELLENT**

**16, 18**

Very effectively and clearly explained storing considerations.

#### 4. Route stock to the sales floor?

**POOR**

**0, 2**

Attempts at routing stock to the sales floor were confusing or ineffective.

**FAIR**

**4, 6, 8**

Adequately routed stock to the sales floor.

**GOOD**

**10, 12, 14**

Effectively routed stock to the sales floor.

**EXCELLENT**

**16, 18**

Very effectively and smoothly routed stock to the sales floor.

#### 5. Coordinate distribution with other marketing activities?

**POOR**

**0, 2**

Made little or no attempt to coordinate distribution with other marketing activities.

**FAIR**

**4, 6, 8**

Adequately coordinated distribution with other marketing activities.

**GOOD**

**10, 12, 14**

Effectively coordinated distribution with other marketing activities.

**EXCELLENT**

**16, 18**

Very effectively coordinated distribution with other marketing activities.

#### 6. Overall impression of the participant's skills and performance?

**POOR**

**0, 1**

Demonstrated few skills with little or no effectiveness.

**FAIR**

**2, 3, 4**

Demonstrated limited ability to link some skills effectively.

**GOOD**

**5, 6, 7**

Effectively demonstrated specified skills.

**EXCELLENT**

**8, 9, 10**

Demonstrated skills in a confident, articulate and integrated manner that meets the highest professional business standards.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_