

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Retail Case

The *Retail* case challenges students to think creatively and strategically in a time constrained situation. As a judge in this event, your role is to assume the position of an individual in upper management in the company identified in the case and evaluate how effectively each team presents their solution to the problem presented in the case.

The Case Scenario

The students will know nothing about case before they enter the prep room. They will have 30 minutes to familiarize themselves with the case and develop a presentation designed to alleviate or solve the problem. Given that this is such a limited time frame, the scenario will not be complicated and it is expected that the presentation will be straightforward.

Within the scenario of the case, it will be assumed that the student consulting team has not yet met you, but has received a communication outlining your situation.

General Judging Considerations

The students' role in this event is to propose a retail solution to the problem in the case. The students should be able to identify the retail problem as part of the situation analysis. They will recommend a retail plan which outlines alternatives and describes their overall recommendation for the company. Students should be able to discuss their plan using industry standard terminology.

It is assumed that each judge is from the client company and each will take on a specific role.

Event Objectives

To demonstrate the students' ability to:

- Analyze a problem situation
- Develop a retail plan to remedy the situation
- Present the proposal in a convincing manner

Eligibility

- All students must be from marketing or marketing-related programs. Please note that post-diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.

Student Preparation

- Participants should familiarize themselves with the evaluation criteria. Please refer to the **case evaluation** form for details.
- Students must be in the designated preparation room **on time**. Students should arrive at the designated preparation room **no earlier than five minutes before** their preparation time. Preparation times will be assigned randomly. Please refer to the case schedules in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the preparation room.
- Absolutely no supplies or equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, computers, PDAs, books, etc. Any violation of this rule results in disqualification.
- The use of business cards is optional.
- A package containing the case, a **memory key**, lined paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The memory key will contain 7 basic white background slides in the current version of PowerPoint. There are no restrictions on slide design, animation or transition.
- The preparation room will contain a laptop for students to use to create their presentation. Their presentation must be saved on the memory key provided in the envelope. All competitors must ensure that they clear their presentation from the laptop before exiting the room.
- Participants have **30 minutes** to prepare their solution. Participants will be advised when five minutes remain.
- At the end of 30 minutes, the team will be escorted to their presentation room. There must be no communication with anyone other than your partner while in transit.

Presentation

- The room will have appropriate equipment and be arranged suitably for a presentation.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation with judges.
- Participants are responsible for managing their time when presenting. Judges will be conscious of time when listening to presentations and will ask a team to stop if necessary.
- At the conclusion of the question period the students will leave the room. **All materials used in the presentation must remain in the room.** The judges will collect your memory key, case, pens, etc.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

Evaluation by Judges

- Judges are to ask questions of the students (challenge the students) at the end of each presentation.
- Judges will not provide any verbal feedback to participants during the competition. They are permitted to ask questions during the official question period.
- Judges will complete an evaluation form with numerical scores and appropriate summary comments.
- Judges will rank each team from top to bottom. In the case of a tie between any of the top 5 teams, they will re-evaluate those teams to break the tie. There cannot be a tie amongst teams ranked one to five.
- **Judges decisions are final!** The top three teams are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

Feedback

- Each team will receive a feedback form from the host College approximately three weeks following the competition.

Event Scoring

1 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points

Retail Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction <i>Introduction, opening statement, confidence</i> <div style="text-align: right;">/5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Keep in mind that the judges have not met the presenters prior to the presentation.
Identification of Problem <i>Effectively explaining the problem, including the relevant underlying facts of the situation facing the retail entity.</i> <div style="text-align: right;">/5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	The consulting team should clearly be able to separate the problem from the symptoms of the problem.
Situation Analysis <i>SWOT: Internal strengths and Weaknesses External Opportunities and Threats</i> <div style="text-align: right;">/15</div>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The students will review the company's situation as described in the Case Study and they may also include any information that they have thought of themselves based on the material provided in the case.
Organizational Objectives <div style="text-align: right;">/5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	Accurate identification for the outcomes the organization hopes to accomplish through the proposed retail plan.
Identification of Alternatives <i>Listing and evaluating advantages and disadvantages.</i> <div style="text-align: right;">/15</div>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Generally, the case will involve a situation for which multiple alternatives could be suggested.
Recommendations <div style="text-align: right;">/10</div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	This section gives the students an opportunity to show some creativity while providing solutions to the problems.
Implementation Plan <i>Plan of Action</i> <div style="text-align: right;">/10</div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The plan should be realistic, in terms of budget, timing and resources, based on the size of the organization and the significance of the problem/opportunity.
Question & answer <div style="text-align: right;">/10</div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Evaluating how the students handle questions their ability to overcome resistance and answer the questions posed by the judges. <i>Note: students will have 15 minutes for their presentation. There will then be 5 minutes for any questions and answers.</i>
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> <div style="text-align: right;">/15</div>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The judges will also evaluate accuracy and quality of the PowerPoint slides.
Creativity <div style="text-align: right;">/10</div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Although creativity is judged as a separate category, it is assumed that creativity can be employed in all parts of the presentation.

OCMC Evaluation Form: Retail Case Study

College Name: _____

Student Presenters: 1. _____ 2. _____

Section	Comments
Introduction <i>Introduction, opening statement, confidence</i> _____ /5	
Identification of Problem <i>Effectively explaining the problem, including the relevant underlying facts of the situation facing the retail entity.</i> _____ /5	
Situation Analysis <i>SWOT: Internal strengths and weaknesses, External opportunities and threats.</i> _____ /15	
Organizational Objectives _____ /5	
Identification of Alternatives <i>Listing and evaluating advantages and disadvantages</i> _____ /15	
Recommendations _____ /10	
Implementation Plan <i>Plan of Action</i> _____ /10	
Question & Answer <i>Sound and practical responses Support of information and position</i> _____ /10	
Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> _____ /15	
Creativity _____ /10	
Total Score _____ / 100	