

Retail Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<p style="text-align: center;">Introduction <i>Introduction, opening statement, confidence</i></p> <p style="text-align: right;">Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	Keep in mind that the judges have not met the presenters prior to the presentation.
<p style="text-align: center;">Identification of Problem <i>Effectively explaining the problem, including the relevant underlying facts of the situation facing the retail entity</i></p> <p style="text-align: right;">Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	The consulting team should clearly be able to separate the problem from the symptoms of the problem.
<p style="text-align: center;">Situation Analysis <i>SWOT: Internal strengths and Weaknesses External Opportunities and Threats</i></p> <p style="text-align: right;">Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	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.
<p style="text-align: center;">Organizational Objectives</p> <p style="text-align: right;">Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	Accurate identification for the outcomes the organization hopes to accomplish through the proposed retail plan.
<p style="text-align: center;">Identification of Alternatives <i>Listing and evaluating advantages and disadvantages</i></p> <p style="text-align: right;">Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	Generally, the case will involve a situation for which multiple alternatives could be suggested.
<p style="text-align: center;">Recommendations</p> <p style="text-align: right;">Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	This section gives the students an opportunity to show some creativity while providing solutions to the problems.
<p style="text-align: center;">Implementation Plan <i>Plan of Action</i></p> <p style="text-align: right;">Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	The plan should be realistic, in terms of budget, timing, etc..., based on the size of the organization and the significance of the problem/opportunity.
<p style="text-align: center;">Question & answer</p> <p style="text-align: right;">Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	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>
<p style="text-align: center;">Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i></p> <p style="text-align: right;">Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	The judges will also evaluate accuracy and quality of the PowerPoint slides.
<p style="text-align: center;">Creativity</p> <p style="text-align: right;">Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	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. _____

Student Presenters: 2. _____

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