



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Economics

## **FOOD MARKETING 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 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. Describe the economic impact of inflation on a business.
2. Explain factors affecting pricing decisions.
3. Identify factors affecting a business's profit.
4. Describe the concept of price stability as an economic measure.
5. Describe the role of business ethics in pricing.

## EVENT SITUATION

You are to assume the role of marketing manager of BENEDICT FOODS INC., a national manufacturer of yogurt products. The CEO (judge) has asked you to recommend a strategy that would allow BENEDICT FOODS to remain price-competitive.

BENEDICT FOODS is a manufacturer of yogurt sold in a variety of flavors targeted to the retail consumer market. Marketed under the brand name *Four Leaf*, the yogurt can be purchased in 6 ounce individual cartons or in four-packs. While *Four Leaf* is competitively priced it is by no means positioned as low-end in either price or quality. Because of inflation, caused largely by ever-rising energy costs which affect both manufacturing and transportation, BENEDICT FOODS is experiencing reduced margins in its *Four Leaf* yogurt brand.

With heavy competition in the consumer dairy products market, BENEDICT FOODS faces a difficult decision as it attempts to maintain adequate profit margins. Essentially, the company is considering three strategies in order to protect margins:

- A. **Continue current product packaging practices while increasing the price.** Under this option, yogurt would still contain 6 ounces per carton and would continue to be sold individually as well as in four-packs. The price would be increased by 6% on the individual cartons and 4% on the four-packs.
- B. **Reduce product size to maintain current price.** A carton of yogurt would be reduced from 6 ounces to 5.75 ounces and would still be sold individually and in four-packs. The price would be unchanged.
- C. **Keep the prices the same while increasing the number of units inside each package.** The carton will remain at 6 ounces but will no longer be able to be purchased individually. Instead, all *Four Leaf* yogurts will only be sold in multi-packs of four, six or ten cartons per package.

The CEO (judge) has asked to recommend a strategy to protect profit margins. Your presentation to the CEO (judge) of BENEDICT FOODS should address the following:

- An analysis of each of the three options which details the advantages and disadvantages to BENEDICT FOODS.
- Your recommendation regarding a course of action that BENEDICT FOODS should follow.

You will present to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your analysis of the options being considered as well as your recommendation. When you have concluded and have answered the CEO's (judge's) questions, the CEO (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 CEO of BENEDICT FOODS INC., a national manufacturer of yogurt products aimed at the retail consumer market. You have asked your marketing manager (participant) to recommend a strategy that would allow BENEDICT FOODS to remain price-competitive.

BENEDICT FOODS is a manufacturer of yogurt sold in a variety of flavors targeted to the retail consumer market. Marketed under the brand name *Four Leaf*, the yogurt can be purchased in 6 ounce individual cartons or in four-packs. While *Four Leaf* is competitively priced it is by no means positioned as low-end in either price or quality. Because of inflation, caused largely by ever-rising energy costs which affect both manufacturing and transportation, BENEDICT FOODS is experiencing reduced margins in its *Four Leaf* yogurt brand.

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- A. **Continue current product packaging practices while increasing the price.** Under this option, yogurt would still contain 6 ounces per carton and would continue to be sold individually as well as in four-packs. The price would be increased by 6% on the individual cartons and 4% on the four-packs.

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- C. **Keep the prices the same while increasing the number of units inside each package.** The carton will remain at 6 ounces but will no longer be able to be purchased individually. Instead, all *Four Leaf* yogurts will only be sold in multi-packs of four, six or ten cartons per package.

You have asked your marketing manager (participant) to recommend a strategy to protect profit margins. The marketing manager (participant) will make a presentation to you that address the following:

- An analysis of each of the three options which details the advantages and disadvantages to BENEDICT FOODS.
- His/Her recommendation regarding a course of action that BENEDICT FOODS should follow.

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

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

1. What kind of resistance should we expect from our grocery store clients if we decide to package only in four, six or ten packs cartons?
2. Based on your opinion, should BENEDICT FOODS consider adding any additional channels of distribution? Explain.

Once the marketing manager (participant) has presented and has answered your questions, you will conclude the role-play by thanking the marketing 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

FMS  
SAMPLE

### DID THE PARTICIPANT:

#### 1. Describe the economic impact of inflation on business?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at describing economic impact of inflation were inadequate or weak.	Adequately described the economic impact of inflation on the business.	Effectively described the economic impact of inflation on the business.	Very effectively described the economic impact of inflation on the business.

#### 2. Explain factors affecting pricing decisions?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining factors affecting pricing were inadequate or weak.	Adequately explained the factors affecting pricing decisions.	Effectively explained the factors affecting pricing decisions.	Very effectively explained the factors affecting pricing decisions.

#### 3. Identify factors affecting a business's profit?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at identifying the factors affecting profit were weak or inadequate.	Adequately identified the factors affecting the business's profit.	Effectively identified the factors affecting the business's profit.	Very effectively identified the factors affecting the business's profit.

#### 4. Describe the concept of price stability as an economic measure?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at describing the concept of price stability were inadequate or unclear.	Adequately described the concept of price stability as an economic measure.	Effectively described the concept of price stability as an economic measure.	Very effectively described the concept of price stability as an economic measure.

#### 5. Describe the role of business ethics in pricing?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at describing the role of business ethics were inadequate or weak.	Adequately described the role of business ethics in pricing.	Effectively described the role of business ethics in pricing.	Very effectively described the role of business ethics in pricing.

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

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1	2, 3, 4	5, 6, 7	8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

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

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