

CASE STUDY CHALLENGE *FINANCE*

EVENT SITUATION

You are to assume the role of District Manager for CHANDLER'S, a national retail chain that offers brand name clothing and housewares at discounted prices. CHANDLER'S introduced their in-store credit card to customers in 2018, allowing customers to purchase items from any CHANDLER'S location on credit, with an annual percentage yield (APY) based on the customer's credit score.

Cashiers are instructed to offer this opportunity at checkout and include a friendly discount of 10% off the total purchase amount if approved in store. There is currently a small display that shows the opportunity at each register, but one store in your district is performing much lower than the others in terms of applicants for the credit card. This store's demographics and socioeconomic data is on par with neighboring cities, meaning the problem is likely the cashiers not promoting the credit card or not demonstrating the value of credit to the customers.

You will meet virtually with the new store manager (judge) of the CHANDLER'S location that is underperforming to emphasize the benefit of credit for the customer and company, as well as discuss ways to assist the cashiers and staff members in driving applications and users of the in-store credit card.

Items to include in your solution:

- Educate the new manager on the purpose and importance of credit
 - Pl: Explain the purposes and importance of credit (FI:002) (CS) (Tier 1, Financial Analysis)
- Ensure that the employees are relaying honest information to customers
 - Pl: Discuss the role of ethics in finance (FI:355) (SP) (Tier 1, Financial Analysis)
- Emphasize the benefit of promoting the in-store credit cards for both the customer and the company
 - Pl: Explain factors that influence customer/client/business buying behavior (MK:014) (SP) (Tier 1, Marketing)
 - Pl: Discuss actions employees can take to achieve the company's desired results (MK:015) (SP) (Tier 1, Marketing)

CASE STUDY CHALLENGE

FINANCE

JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain the purposes and importance of credit?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Discuss the role of ethics in finance?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						