

CASE STUDY CHALLENGE *MERCHANDISING*

EVENT SITUATION

You are to assume the role of Store Manager for SPOOKY HALLOWEEN, a costume company that opens temporary retail operations in shopping centers in your city from Labor Day weekend through the first week of November each year. SPOOKY HALLOWEEN has built a reputation for having over-the-top Halloween Costumes and the year's must-have decorations. Your local community hosts an annual Halloween carnival, which brings together residents of all ages for trick-or-treating, carnival rides, fair food and a concert featuring local artists. This year's carnival is scheduled for October 24th, 2020, but there is some skepticism that the carnival may be canceled due to COVID-19. There is additional concern coming from parent groups on social media that trick-or-treating may also be prohibited by local officials. When the city canceled the summer's 4th of July celebration, they notified the public two weeks prior to the event.

SPOOKY HALLOWEEN's upper management has expressed concern for the impact this may have on your store's business this year, as without the Halloween Carnival residents will be limited to private functions as an outlet to celebrate and dress-up this year.

SPOOKY HALLOWEEN's current return policy prohibits returns after October 27th, which is when items begin to be discounted to ensure that the inventory is sold prior to the location closing. The Regional Manager (judge) has asked you to present modifications to your location's return policy to protect the company from last-minute returns in the event the carnival is cancelled as well as a plan for how you will communicate this change to customers.

Items to include in your solution:

- Detail the impact of local government decisions on businesses
 - PI: Explain how organizations adapt to today's markets (EC:107) (SP) (Tier 1, Economics)
- Discuss the pros and concerns of modifying your company's policies for one year
 - PI: Assess long-term value and impact of actions on others (EI:137) (SP) (Tier 1, Emotional Intelligence)
- Include potential modifications to the company's return policy
 - PI: Identify factors affecting a business's profit (EC:010) (CS) (Tier 1, Economics)
- Outline a communication schedule to communicate the business' current or potentially modified return policy to customers
 - PI: Identify types of public-relations activities (PR:252) (SP) (Tier 2, Public Relations)

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JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain how organizations adapt to today's markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Assess long-term value and impact of actions on others?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Identify factors affecting a business's profit?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Identify types of public relations activities?	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						