

# The Council for Retail and Sales

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June 20, 2018

## Greetings!

The team at **Sherwin-Williams** is very excited to sponsor the Collegiate Challenge, co-sponsored by the **Council for Retail and Sales**. This team-based competition is tasked to solve a real business opportunity for our company.

The CRS Collegiate Challenge, Powered by Sherwin-Williams is designed to solve a problem for Sherwin-Williams to help us grow a specific segment of our business. The top team will get \$1,000 to be divided by team members and a 'traveling' trophy that will be housed at the winner's school. The second-place team will be awarded \$400 to be divided by the team.

The competition culminates in a regional competition to be held on November 6, 2018 at the Penn State Lehigh Valley campus. Each school or branch may submit up to 2 teams. Last year some of the colleges ran a local competition and then sent their top teams to the final competition. This is a great class or club (e.g. Enactus, Business Clubs) project! The competition will be judged on the written executive summary and the presentation.

The details of the Challenge are in the following pages. We think presenting students with real business problems and having them develop solutions to those problems will help them bridge the gap between academics and the business world. Thanks for participating!

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**The Council for Retail and Sales**

**2018**

**Collegiate Challenge**

**Powered By**



**SHERWIN  
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# CRS Collegiate Challenge Case Information

## Powered by Sherwin-Williams

### INTRODUCTION

You've heard of the Apprentice and Shark Tank television shows. We're taking that concept and applying it to a collegiate competition in retailing!

When you enter the **CRS Collegiate Challenge, Powered by Sherwin-Williams**, you gain both practical and theoretical experience in the development of recommendations for a major corporate client. This challenge allows you the ability to bring your lifelong learning skills to a competition that will help to build a great base for your personal career in business.

The focus of this plan will be on helping Sherwin-Williams grow a segment of our business. The competition will be held November 6, 2018 at Penn State Lehigh Valley. The Collegiate Challenge will surface ideas and creative solutions that will directly impact the company.

### CASE INFORMATION

#### Background

The Company manufactures products under well-known brands such as Sherwin-Williams®, Valspar®, Dutch Boy®, HGTV HOME® by Sherwin-Williams, Krylon®, Minwax®, Cabot®, Thompson's® Water Seal® and many more. With global headquarters in Cleveland, Ohio, Sherwin-Williams® branded products are sold exclusively through more than 5,100 company-operated stores and facilities, while the Company's other brands are sold through leading mass merchandisers, home centers, independent paint dealers, hardware stores, automotive retailers and industrial distributors. For more information, visit [www.sherwin-williams.com](http://www.sherwin-williams.com).



## Segments

The Company is comprised of three reportable segments, which together provide our customers with innovative solutions to ensure their success, no matter where they work, or what surfaces they are coating:



## Opportunity

This case focuses on the **The Americas Group**

Approach this as if your team is a part of consulting company.

The purpose of this project is to analyze the current market and marketing tools to identify the most effective existing tools in one specific market segment under the Americas Group umbrella: **Residential Repaint**. Residential Repaint includes businesses and individuals who paint existing houses (interior and exterior) for homeowners.

## Main Project Question

What are the best effective existing marketing tools to reach the residential repaint segment and what are recommendations for other marketing tools to best reach this segment. Teams should consider; the tools, the market capacity, the customer needs and marketing/sales principles.

## Project Parameters

Develop an expanded executive summary with an emphasis on growing the residential repaint segment and provide recommendations on which marketing tools to use to reach this segment.



Students should present their own budget based their objectives. The budget must be realistic, and justification provided for proposed expenditures.

Ideas presented should be actionable. This means that the Sherwin-Williams team can implement the idea in a short period of time and that the idea deserves time, money and energy to expand the idea.

### **Useful Sites**

How to Write a Case Study: <https://www.thoughtco.com/how-to-write-a-case-study-analysis-466329>

How to Write Executive Summaries:  
<https://www.uakron.edu/cba/docs/communications/WritingExecutiveSummaries.pdf>



## Rules and Procedures

1. The competition will be held November 6, 2018 at Penn State Lehigh Valley, 2809 Saucon Valley Rd., Center Valley, PA. More information on the venue will be sent to participating schools as we approach the deadlines.
2. Each college or university invited to compete is allowed two (2) teams in the competition. If the university has multiple campuses (i.e. Penn State), each campus will be counted as a separate college and can send up to two teams.
3. Students working on the project must be undergraduates, with a graduation date of 2018 or later.
4. The challenge may be a class project, a club project or, if there is enough interest among students, a group of students may get together and compete. There **MUST** be a full-time faculty member to serve as advisor to the team. One faculty advisor **MUST** accompany the team to the competition venue.
5. Each team is responsible for their own expenses (i.e. travel, transportation, lodging, materials for the presentation). A light breakfast and lunch will be provided on site.
6. **The finished written project must be received by Friday, Wed. Oct. 31, 2018 by 5:00 p.m.** Projects should be sent to:

Elly Martin | North Area Recruiter, Eastern Division  
The Sherwin-Williams Company, The Americus Group  
7 Great Valley Pkwy, STE 200, Malvern, PA 19355  
elly.martin@sherwin.com

7. **Contacting Sherwin-Williams:** Each team advisor (after submitting the intent to participate form) should collect questions that students may have in regard to the competition as the semester(s) progresses. These questions will then be submitted to the company representative at the end of each week (assuming there are questions). The company representative will assemble the questions and provide general answers to the requesting advisor. The company representative at Sherwin-Williams is:

Elly Martin | North Area Recruiter, Eastern Division  
The Sherwin-Williams Company, The Americus Group  
7 Great Valley Pkwy, STE 200, Malvern, PA 19355  
elly.martin@sherwin.com

8. As part of the competition, it is expected that at least one representative from each team will visit at least one Sherwin-Williams Store, either formally or informally. Contact the store manager for best results. *If travelling is an obstacle for the students, a Sherwin-Williams representative can visit the class.* Contact Elly Martin to request a class visit.



- Each school entering the Sherwin-Williams Challenge must submit an intention to participate form found at the Council for Retail and Sales (<http://crspsu.org/>) site **by September 30, 2018.**

## **Awards**

Awards are determined by the combined score of the expanded executive summary and presentation.

<b>Award</b>	<b>Description</b>
<b>Grand Prize</b>	The grand prize –The team will receive a ‘traveling’ trophy that will be housed at the winner’s school, plus the following: \$1,000 total to be divided equally among team members
<b>2<sup>nd</sup> Place</b>	\$400 total to be divided equally among team members
Every person will receive a certificate for participating.	
<b>Other awards</b>	There may be other awards presented by the judges if outstanding performance is indicated. This will be up to the judges’ discretion. For example, awards <b>MAY</b> be given for “Best Presenters”, “Best Plan” or for other achievements that exceed the minimum expectations.

## ***The Written Portion – Expanded Executive Summary***

- Each team must be comprised of four students. At least three of the four team members must also present at the competition.
- This challenge requires the development of a 5 – 7 page expanded executive summary. The expanded executive summary may **NOT** exceed the page limit. All pages, except the front page, should be numbered. All pages, including the front page count in the page limit.
- The written document must have a front cover. The name of the competing college or university should appear on that cover along with the Sherwin-Williams logo (which must conform to Sherwin-Williams Communication Standards), the team’s name, the students’ names, and the name and contact information for the faculty advisor. Other information, graphics, etc. may appear on the cover. The cover counts toward the 7-page limit.





4. All pages must be 8½ by 11 inches. Fold-out, half-sheets or any other odd size pages are NOT allowed. Any copying method may be used for the expanded executive summary.
5. Each team should generate secondary data to substantiate all material found within their executive summary. APA (American Psychological Association) style should be used for referencing purposes within the expanded executive summary. Primary research is accepted and encouraged. The team should provide rationale for recommendations.
6. When entering the challenge all students and faculty advisors agree that all of the ideas from the competition become the property of Sherwin-Williams. They further agree that all of the ideas for the paper, and the representative information provided within the paper are the work of the students. All competitors agree that they will receive no compensation for their work
7. Due Date: Five copies of the expanded executive summary must be received by the Sherwin-Williams representative, or designee, by **Wednesday, Oct. 31 by 5:00 p.m. No Plans received AFTER 5:00 p.m. that day will be allowed.** Early submission is encouraged to allow for problems with delivery. This deadline is important as it gives the judges time to review and reflect on the students' work prior to the actual presentation, thus allowing the judges time to concentrate on the presentation. Failure to deliver the papers to the Sherwin-Williams representative prior to the deadline will result in disqualification from the challenge. Problems related to computer/Internet failure, postal interruption, or other delivery issues are the problem of the competing team, not Sherwin-Williams. This means if your Plan is not in the hands of the Sherwin-Williams Representative, your team is disqualified, no excuses will be heard. Send expanded executive summary to:

Elly Martin | North Area Recruiter, Eastern Division  
The Sherwin-Williams Company, The Americus Group  
7 Great Valley Pkwy, STE 200, Malvern, PA 19355  
elly.martin@sherwin.com

## **Suggested Expanded Executive Summary Contents**

**You may decide on the contents. Shown below are suggested areas to include.**

### **Introduction**

### **Situation/SWOT**

1. Current situation (research that describes current situation with regards to case)
2. SWOT analysis of the current situation

**Objectives – use SMART objectives – Describe what your team wants to achieve as it relates to the case**



**Recommendations** – Provide recommendations and how to implement

**Evaluation**– Provides ideas on how the recommendations will be evaluated

**Conclusion**

**Works Cited** – Include the research used in development of the expanded executive summary in APA (American Psychological Association) style.

## ***The Presentation***

1. Each team will be required to make a 15-minute (limit) presentation to the judges. Following the presentation there will be a 10-minute (limit) question and answer (Q&A) session with the judges. The 15-minute limit is hard, meaning that, at the end of the 15 minutes, the timer will say stop and the presenting team must stop their presentation. Any team that fails to halt after the timer has indicated time is at an end will be disqualified. The timer will stop the judges Q&A sessions at the 10-minute mark, no matter where the teams or judges are in asking, answering the questions. A two-minute warning will be provided if requested.
2. Each team must be comprised of four students. At least three of the must also present at the competition. These team members **MUST** operate any and all electronic presentation devices. No one who is not a member of the team (including the team's advisor) may help during the presentation. Only members of the presentation team may take part during the presentation and Q&A.
3. The presentations may be made utilizing any method desired. Graphs, layouts, charts, etc. may be used and displayed. Computer-generated presentations are allowed. Students may show and/or hand the judges items; however, you may not **GIVE** them any items. Corrections to errors made in the expanded executive summary may not be made and given to the judges during the presentation.
4. Anyone may be present during presentations. No one may enter the presentation rooms after the start of the presentations. Latecomers will be turned away. At the end of the presentation the team and the judges will meet privately for the question and answer session. The faculty advisor may attend but may not participate.
5. Any work must be done by the students on the team.
6. Teams are responsible for all of their own equipment. The facility will have a computer with PowerPoint and Internet capabilities and a screen to project the presentation.

## ***Scoring***

1. Scoring sheets for both the expanded executive summary and presentation will be used to choose winners. These score sheets should help the teams develop their expanded executive summary content.



2. Judges' decisions are final.
3. The penalty for all violations is disqualification.

## **Judges**

There will be three to four judges. The judges for the challenge will be individuals who are experts in their particular areas. There will be judges from the sponsoring company (Sherwin-Williams) and if needed, faculty and/or practitioners.

## **Tentative Score Sheets**

### **CRS Collegiate Challenge - Expanded Executive Summary**

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	Score
<b>Situation/Strategy</b>						
Current Situation	0-8	9-10	11	12-13	14-15	
SWOT	0-8	9-10	11	12-13	14-15	
Objectives	0-3	4-5	6-7	8-9	10	
<b>Ideas</b>						
Recommendations	0-23	24-27	28-31	32-35	36-40	
Evaluation and Control	0-1	2	3	4	5	
<b>Other</b>						
Introduction	0-1	2	3	4	5	
Conclusion	0-1	2	3	4	5	
Documentation of sources	0-1	2	3	4	5	
	<b>TOTAL</b>					

### **CRS Collegiate Challenge – Presentation**

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	SCORE
Opening – Attention getting, led into topic	0-1	2	3	4	5	
Current Situation Analysis/SWOT	0-3	4-5	6-7	8-9	10	
Recommendations	0-29	30-34	35-39	40-44	45-50	
Conclusion – Effective	0-1	2	3	4	5	



Overall Delivery, gestures, energy level, voice	0-3	4-5	6-7	8-9	10	
Visual Aids	0-3	4-5	6-7	8-9	10	
Appearance – dressed for a professional presentation	0-3	4-5	6-7	8-9	10	

## Contact Information

Questions or concerns should be directed to:

Elly Martin | North Area Recruiter, Eastern Division  
 The Sherwin-Williams Company, The Americus Group  
 7 Great Valley Pkwy, STE 200, Malvern, PA 19355  
 ellly.martin@sherwin.com

**Note: Any contact must be initiated by the faculty advisor.**



# The CRS 2018 Collegiate Challenge Intent to Participate

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SHERWIN-WILLIAMS.

## COMMITMENT TO PARTICIPATE IN THE 2018 CRS COLLEGIATE CHALLENGE.

Intent to participate due by September 30, 2018

Form also available at <https://crpsu.org>

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Faculty Advisor's Name (Please Print), Title Phone Number

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Faculty Co-Advisor's Name (if applicable), Title Phone Number

4 Year College or University: \_\_\_\_\_

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Faculty Advisor's Address Email Addresses

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**Names of Students - Max of 2 teams per school...please coordinate with other faculty at your school.**

Member Name	Major	Email	T-Shirt Size
<b>1 Team Captain:</b>			<b>S M L XL XXL</b>
<b>2</b>			<b>S M L XL XXL</b>
<b>3</b>			<b>S M L XL XXL</b>
<b>4</b>			<b>S M L XL XXL</b>

Member Name	Major	Email	T-Shirt Size
<b>1 Team Captain:</b>			<b>S M L XL XXL</b>
<b>2</b>			<b>S M L XL XXL</b>
<b>3</b>			<b>S M L XL XXL</b>
<b>4</b>			<b>S M L XL XXL</b>

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Form also available at <https://crpsu.org>

