

Interim Collegiate Case Challenge Adapting Retail Operations During the Pandemic

Each year the Council for Retail and Sales hosts one to two collegiate challenges. This year's collegiate case challenge (Powered by Clemens) was postponed to the Fall semester.

A few faculty got together and decided to have a new challenge that focuses on how retailers can adapt to the economic landscape in light of the coronavirus pandemic.

Rules:

Team size: 3 to 4 people from a four-year college or university. The team must have a faculty advisor (at least one advisor).

Two teams per campus or branch location are allowed. If your campus has more teams, have a local competition and send the best two onward.

Choose a type of small or mid-size business enterprise (SME) on which to focus. Ideas include: Restaurants, Gyms, Clothing retailers, Entertainment retailers (such as sports, live entertainment venues, theatres), Convenience stores, Off-price retailers, Hardware stores, Grocery stores.

Submission consists of a 2 page (max) executive summary and a video (5 - 8 minutes). The video will focus on recommendations for the SME on how to adapt and survive the coronavirus pandemic. There should be no more than 10 slides in the video presentation. All members of the team must participate in the video but not for equal amounts of time. The videos will be available for public viewing. By participating, individuals on your team are agreeing to the public viewing of the team video and will need to sign a release form.

Review Process

First round

A review of team submissions will be conducted by retail professionals.

Second round

The top 8 teams will be chosen. The 8 teams will meet virtually with a team of judges for a question and answer session (10 minutes/team).

Prizes:1st prize = \$800 to be split by team2nd prize = \$300 to be split by team**Important Dates**

April 2, 2020	<u>Intent to participate due</u>
April 20, 2020	Executive Summary and Video due. Send to Elaine Thode, CRS Program Director, ezt158@psu.edu
April 24, 2020	Finalists Announced
April 27, 2020	Video Conferences with Final Teams and Judges (10 minutes/team). The schedule will be announced on April 24.

Tentative Score Sheets**Executive Summary – 2 pages maximum**

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	Score
Situation						
Current Situation as it pertains to the business category	0-14	15-17	18-19	20-22	23-25	
Ideas						
Recommendations/Ideas	0-29	30-34	35-39	40-44	45-50	
Budget	0-8	9-10	11	12-13	14-15	
Other						
Documentation of sources	0-5	6	7	8	9-10	
	TOTAL					

CRS Collegiate Challenge – Presentation (5 – 8 minutes)

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	SCORE
Opening – Attention getting, led into topic	0-1	2	3	4	5	
Current Situation Analysis	0-11	12-13	14-15	16-17	18-20	
Recommendations	0-29	30-34	35-39	40-44	45-50	
Conclusion – Effective	0-1	2	3	4	5	
Overall Delivery, energy level, voice	0-3	4-5	6-7	8-9	10	
Visual Aids	0-3	4-5	6-7	8-9	10	

Direct questions to:

Elaine Thode, CRS Program Director, ezt158@psu.edu

About the Council for Retail and Sales

Council Mission

The Council for Retail and Sales (CRS) is a leading authority on issues and solutions that face the retailing and sales industries. We will develop relationships, strategic alliances and partnerships with stakeholders in these industries. The CRS will also focus on connecting students to industry professionals.

Background

Originally started at Kutztown University as the Center for Retailing Solutions, in 2017, the CRS was moved to Penn State and rebranded as the Council for Retail and Sales. The new CRS is housed under Lehigh Valley LaunchBox, which is Penn State Lehigh Valley's innovation hub. The CRS received a strategic planning grant from Penn State which has helped the CRS to grow and will also position the CRS to serve as a template for the formation of other industry councils under the LaunchBox umbrella.

Lehigh Valley LaunchBox (launchbox.lv.psu.edu), started in 2015, is a Penn State University and community-sponsored business accelerator program created as part of the Invent Penn State initiative (invent.psu.edu). In addition to funding 17 innovation hubs across Pennsylvania, Invent Penn State created and connected entrepreneurship-focused academic programs, business start-up training, funding for commercialization, and university-community collaborations to spur future economic development, job creation, and student career success.