



## Advertising and Promotion Practicum 2016 Michigan FFA Ag. Sales Contest



### Background information:

Rural communities in Michigan are in need of fresh produce to feed families who struggle to afford and acquire the fresh vegetables required to raise healthy families. Local FFA chapters are directly connected with their own and surrounding communities and have both the interest in, and ability to, provide support to these local communities. Syngenta has the passion for feeding the world and recognizes that the best solutions begin locally, in grass-roots efforts, to create sustainable communities.

Therefore, the Michigan FFA Foundation, in cooperation with Syngenta, will select 4 new Michigan FFA Chapters to participate in this program for 2016, and select up to 4 programs from 2015 to renew their applications for 2016.

1. Local FFA Chapter agrees to grow a 0.25 – 0.50 acre of actual garden crops.
  - a. 50% of the grown crop will be harvested and donated to the local food bank of the chapter's choice.
  - b. The remaining 50% of the grown crop can be marketed locally by the members of the FFA chapter to support additional FFA activities, be used as a chapter community service project, or managed as individual student Supervised Agricultural Experience projects.
  - c. The FFA chapter agrees to do at least 2 outreach programs throughout the growing season to help teach community members how to grow their own local gardens.
2. Syngenta will provide the following resources to support this local effort:
  - a. A \$500 donation to each newly selected local chapter as seed money to set up the garden. No seed money will go to renewed programs.
  - b. A \$500 donation to each chapter (renewal, and newly selected) upon completion of the final report which verifies delivery of grown produce and outreach completion.

### Assignment:

You have been hired by Syngenta to develop a 1 page (8 1/2" X 11") advertisement to go into the Michigan FFA Creed Magazine. The goal of the ad is to get FFA chapters to apply for this grant program. The advertisement is to be in full color and will be published in the Spring edition. Your target audience is Michigan FFA Chapters. You have 30 minutes to prepare this advertisement.

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## Customer Relations Practicum

### 2016 Michigan FFA Ag. Sales Contest



#### **Background Information:**

You are a Customer Service Associate for “Garden Seed Specialists” (a distributor for Syngenta - an international supplier of field crop and vegetable seeds). Your company sells seeds to home gardeners at your store in Madigan, MI. Earlier today, one of your customers purchased a 3,000 seed bag of “Payload”, a variety of hybrid squash (Zucchini). This customer then went home, opened the bag, planted 1/3 of the seeds in the bag and then realized that she had purchased way too many zucchini seeds. She decided to take the remaining 2000 seeds back to the store for a refund. She is now sitting at your desk demanding that you allow her to return the unused seed and give her back 2/3 of the \$30 she paid you for these seeds.

The customer service policy for “Garden Seed Specialists” is to refund the full purchase price of any seed purchased if it is returned within 2 weeks of its initial purchase, and only if the package is un-opened. Under no circumstances will Garden Seed Specialists allow for the return of opened seed packages. You do have the ability to advise your customers on the proper storage of un-used seed. If kept in the original container, in a cool dry place, away from mice or other animals, seed can be kept usable/viable for many years. After storage, it is always a good idea to do a germination test on the seed by placing 50 seeds in a wet/damp paper towel and checking for germination (seed growth) after 5-7 days. If 85% of the seeds germinate, you can plant them with confidence. You also have the authority to give unhappy customers a free 100 count packet of seeds from your “new variety” display which showcases your newest seed varieties of many different types of vegetables. It is your responsibility to empathize with the customer, hold to your policy, and ensure that this customer will continue to be your customer in the future.

#### **Assignment:**

You have 5 minutes to prepare and then 10 minutes to resolve this situation. At the end of your 5 minute preparation time, the contest volunteer will take you from your preparation area to your “customers” (the judges). There will be 2 judges in the room. One judge will play the part of the “customer” while the other judge evaluates your effort.

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# Market Analysis Practicum

## 2016 Michigan FFA Ag Sales Contest

### Contestant's Copy



#### **I. Background:**

You have been hired by Joe Smithville, owner of Joe's Western Store. Joe and his wife, Mary, have owned this business for 20 years and are now in their mid-40's. They have 2 boys, ages 8 & 10. They employ 4 experienced full time and 8 less experienced part time employees. Their business has not grown for 5 years in a row and they have decided that they either need to do something different or get out of the business altogether. With their boys getting older, they want to spend more time attending their school and extracurricular activities, but are feeling tied down to the daily management of the business. Joe and Mary would like to make these changes within the next 12-18 months. They have hired your team to do a Market Analysis and make recommendations to them about their options.

#### **II. Market Research:**

Upon doing your research, you learn that Joe's Western Story sells boots, hats, saddles, western clothing, western jewelry, western artwork and pre-bagged horse feed along with gates and feeders. Their building was built in 1955 and was last renovated in 1990. It is structurally sound, but is in need of renovations to update the internal décor and external storefront which will run about \$100,000. The store is located in Riley, MI which is 35 miles outside of Lansing, MI with a population of many small farms, a few large farms, and many residents who simply enjoy living in a rural area close to an urban area. The population of the area is growing as people move out of the city. The current gross sales for the store are \$3.1 million. Current expenses, including salaries for the current full and part time employees equal \$2.9 million dollars annually. Additionally, Joe & Mary have taken \$200,000 annually for their salary, medical benefits, and retirement out of the store.

The store's gross profit has remained stagnant for the past 5 years. Their current competition is the Family Farm & Home store 10 miles to the north and the increased pressures from internet sales. Their store is currently open from 8:00am–6:00pm on weekdays, and from 8:00am-1:00pm on Saturdays. They are closed on Sundays. The property sits on 10 acres of land on a major state highway. In addition to the storefront, there is a 40 X 100 horse stall barn that sits empty, and a 100 X 200 fenced arena where they used to hold horse shows 10 years ago.

### III. Your Assignment:

You need to help Joe make some decisions on the future direction of this business operation:

1. Goals: Both short term (less than one year) and long term (greater than 1 year) goals.  
*Note: Be creative and thorough/complete in your responses.*
2. Development of a Proper Marketing Mix to reach those goals, including:
  - Products and possible services.
  - Style of business (retail, wholesale, delivery, etc).
  - Price, and pricing policies
  - Promotions or Programs to secure new business.*Note: Be sure to show your knowledge of Marketing Concepts.*
3. Development of Evaluation and Control procedures.

In the next 20 minutes, you are to:

1. **Prepare a one-page “summary sheet” of your recommendations to be given to the judge prior to presenting.**
2. **Prepare your team’s oral presentation.**

Upon the completion of your 20-minute preparation time, you will then have 10 minutes to present your recommendations and “summary page” to the judge.

*Note: Due to the time constraints of Mr. Smithville (the judge), your presentation will be limited to the allotted 10 minute time frame.*

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## Prospecting Practicum 2016 Michigan FFA Ag. Sales Contest



### **Background Information:**

You are a salesperson for “Make Mine Maple”, a local maple syrup, cream, and hard maple candy company. You are in charge receiving calls from new customers who are interested in purchasing maple products from your company. You can take orders over the phone and allow customers to pay with a credit card for their order. Products will be shipped within 2 business days of placing their order. There is a minimum \$5 shipping and handling charge, but with orders of over \$100, shipping is free.

### *Maple Products for sale include:*

- Maple Syrup: \$20/pint, \$35/quart, or \$100/gallon.
- Maple Candy: \$20/pound (pieces are in maple leaf shapes).
- Maple Cream: \$20/pound; sold in 1, 2 or 3 pound containers.
- “Make Mine Maple” clothing: \$14 for T-Shirts & \$24 for hooded sweatshirts.

### **Your Assignment:**

You will be receiving a call from Mr. or Mrs. Randall, a potential customer, to inquire about your products. This customer may purchase as many of your items as you can sell them, or they may just be looking for product information and not purchase at all. Be sure to secure payment for any sales agreed upon.

You have up to 5 minutes to prepare and 8-10 minutes to complete your call.

***\*The adult volunteer will tell you when your 5 minute prep time has expired. You will then receive a call from the judge to begin the contest.***

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## Telephone Skills Practicum

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#### **Background Information:**

You work for the Wicklynn Construction Company, and your company builds agricultural pole barns for livestock use and for machinery shops. You are currently building a barn for Mr. Price, a large farmer in the area who has employed your company to build a 60' X 120' heated shop to use for working on his farm machinery. The work crew is half way done with construction when Mr. Price decided he wanted to add a 30' X 30' office onto the front of this building. When he asked your building crew chief to make the change, he told Mr. Price that changes could be made, but only if he was willing to pay to make those changes and only if he was willing to delay the completion of the project by 30 days. This made Mr. Price mad, so he is calling you (the person who originally sold him the barn) to complain.

#### **Your Assignment:**

When Mr. Price calls, you are to discuss with him what you had originally agreed upon for barn size, and help him to understand that even though changes are possible throughout the construction process, it will cost both time and money to make those changes. You have a policy that any changes made after construction begins will be charged full price for both the additional materials and labor required to make the changes, plus a 10% management fee for the extra time required to make these changes. You also need to help him understand that the delay in construction will be due to the time needed to re-draw the plans, and to get the materials ordered and delivered. You should ask some probing questions that might determine his interest in making these changes now that he better understands the costs associated with making these changes. The change would add \$20,000 to this \$150,000 barn. Be sure to clarify your next action with the customer before ending the call. You want Mr. Price to enjoy his new barn, and recommend you as a builder to others.

You have 5 minutes to prepare and 8-10 minutes to complete your call.

***\*The adult volunteer will tell you when your 5 minute prep time has expired. The judge will then call you to begin the contest.***

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