



Greetings!

The team at **The GIANT Company** is very excited to sponsor the Collegiate Challenge, co-sponsored by the **Council for Retail and Sales, located at DeSales University College of Business**. This team-based competition is tasked to solve a real business opportunity for our company.

This year's CRS Collegiate Challenge, Powered by The GIANT Company is designed to solve a problem for The GIANT Company to help us grow our meal solutions segment. The top team will get \$1,200 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 October 29, 2021, at the DeSales University 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 team(s) to the final competition. This is a great class or club (e.g. Enactus, Business Clubs, LaunchBox) project! The competition will be judged on the written executive summary and the presentation.

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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2021

Collegiate Challenge

Powered By



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Important Dates

Friday Oct 1, 2021	Intent to Participate Form is Due (form is online)
Friday Oct 15, 2021	Executive Summary due by 5pm. Send to Elaine Thode, CRS Program Director, elaine.thode@desales.edu
Friday Oct 29, 2021	Presentations by Teams and Judges at DeSales University. The schedule will be announced on Oct 20.

Direct questions to: Elaine Thode, CRS Program Director,
elaine.thode@desales.edu

CRS Collegiate Challenge Case Information Powered by The GIANT Company

INTRODUCTION

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

When you enter the **CRS Collegiate Challenge, Powered by The GIANT Company**, 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 the competition will be on helping The GIANT Company grow their meal solutions segment. The competition will be held October 29, 2021 at DeSales University, Center Valley, PA. The Collegiate Challenge will surface ideas and creative solutions that will directly impact the company.

CASE INFORMATION

The GIANT Company Background / Overview

The GIANT Company's story begins when it was founded in 1923 by David "D.J" Javitch as a two-man butcher shop in Carlisle, PA called the CARLISE MEAT MARKET. Fourteen years later, in 1937, David Javitch purchased a store in Lewistown, PA and named it the GIANT Food Shopping Center. The store offered both dry goods and perishables under one roof—a new concept at the time. The company grew over the years, and in 1970, GIANT Food purchased the Martin's grocery chain in Hagerstown, MD.

Between 1970 and today, GIANT Food Stores have expanded and evolved to an omni-channel retailer proudly serving millions of neighbors across Pennsylvania, Maryland, Virginia, and West Virginia. In 2020, the company re-branded as The GIANT Company. Its family of brands include supermarkets GIANT and MARTIN'S, urban format stores in Philadelphia with the banner of GIANT Heirloom Market, and an expanding ecommerce business through GIANT Direct and MARTIN'S Direct.

With more than 34,000 team members supporting nearly 190 stores, 132 pharmacies, 105 fuel stations, and over 130 online pickup hubs and grocery delivery service in hundreds of zip codes, The GIANT Company is changing the customer experience and creating an impact in local communities for a better future.

The GIANT Company is purpose-led and passionate about connecting families and creating healthier communities. One way in which The GIANT Company delivers on that is to provide innovative offerings and solutions that are “Designed for the way families live now”, with a focus on helping families gather around the table for a meal. But, too often, real life gets in the way of these important connections. The GIANT Company understands that every day looks different, and every family has their own way of getting together – whether it’s planned ahead of time, or a quick decision made after a long day of curveballs.

That’s why everything The GIANT Company does is *For Today’s Table*. *For Today’s Table* represents the notion that the world is a better place when families come together at their table and connect over a meal, no matter where their table may be. Whether it’s breakfast together after a night shift or on the sidelines at soccer practice, it’s the connections you make that matter. The GIANT Company is committed to simplifying shopping, inspiring fresh ideas, and creating healthier communities to make our customer’s lives a little simpler and better so they can get back to what matters most.

Case Focus and Opportunity

This case focuses on the growth of the meal solutions segment.

In the last year, we have seen a major shift in how our customers buy food to feed their families. With many restaurants either closed or limited hours/menu, our customer has turned to The GIANT Company for their meal solutions to help them through their busy day. Whether it is for inspiration on what to cook, or a solution to eat on the go, this is an area of our business that has done well.

The Meal solutions team needs to make sure we keep up with this increased demand from our customers.

- What types of products do our customers want?
- Where do customers expect to find it in the store?
- What is the most effective way to market our offering?
- How do we integrate meal solutions with our fast-growing eCommerce business?
- Who is our competition in this space?

The purpose of this project is to analyze the current market and marketing tools grow the meal solutions segment.

Assignment / Deliverables

Assignment: **Approach this as if your team is a part of a consulting company.** Create a strategic business plan that incorporates ideas/recommendations to further grow the meal solutions segment. Ideas can include all aspects that are relevant to the questions posed. Teams will be responsible for researching the budget needed for their plan. Each team will then pitch their plan to the judges, detailing their recommendations, implementation, timeline for chain roll out and financial costs to the company. The team should provide rationale for recommendations.

Deliverables are 1. an expanded executive summary and 2. presentation with an emphasis on meal solutions segment development and providing recommendations to The GIANT Company. Ideas presented should be actionable. This means that The GIANT Company team can implement the idea in a short period of time and that the idea deserves time, money, and energy to expand the idea. On October 29, teams will present to judges and meet with the judges for a 10-minute question and answer session. The event will be held on the DeSales University campus. The winners will be announced on that day. A schedule will go out a week before the event.

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 October 29, 2021, at DeSales University, 2755 Station Ave., 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 institution has multiple campuses (i.e., Penn State), each campus will be counted as a separate college and can send up to two teams. Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present at the competition. If a team of four, at least three of the four team members must also present at the competition. 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 faculty advisor to the team. One faculty advisor MUST accompany the team to the competition venue.
3. Each school entering the Collegiate Challenge must submit their intent to participate form by October 1, 2021, on the Council for Retail and Sales website at https://thecrs.org/?page_id=760
4. Students working on the project must be undergraduates from a 2-year or 4-year college/university, with a graduation date of 2021 or later.
5. Each team is responsible for their own expenses (i.e., travel, transportation, lodging, materials for the presentation). Food will be provided on site (free of charge) and may include a light breakfast and lunch.
6. **The finished executive summary must be received by Friday, October 15 by 5:00 p.m.** Projects should be sent by email to Elaine Thode, Council for Retail and Sales, DeSales University: elaine.thode@desales.edu
7. **Contacting The GIANT Company:** Each team advisor (after submitting the intent to participate form) should collect questions that students may have regarding 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 The GIANT Company is Ashish Patel.
8. As part of the competition, it is expected that at least one representative from each team will visit at least one GIANT Company Store, either formally or informally. Contact the store manager for best results. *If travelling is an obstacle for the students, a GIANT Company representative can visit the class.*
9. When entering the challenge all students and faculty advisors agree that all the ideas from the competition become the property of The GIANT Company. They further agree that all 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.

The Written Portion – Expanded Executive Summary

1. This challenge requires the development of a 5 – 8 page expanded executive summary. The expanded executive summary may NOT exceed the page limit. All pages, except the cover page, should be numbered. All pages, including the cover page count in the page limit.
2. The name of the competing college or university should appear on the cover page along with the company logo (which must conform to The GIANT Company Communication Standards), the team's name, the students' names, and the name and contact information for the faculty advisor. Other information, graphics, etc. are acceptable.
3. 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.

Suggested Expanded Executive Summary Contents

Team members 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. Competitive Analysis
3. 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 (including budget)

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. Teams: Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present at the competition. If a team of four, at least three of the four team members must also present at the competition. Any work must be done by the students on the team.
2. Timing: 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 person timing will say, “stop” and the presenting team must stop their presentation. A two-minute warning will be provided. The person timing 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. The faculty advisor may attend the Q&A session but may not participate.
3. The team members MUST operate all electronic presentation devices. No one who is not a member of the team (including the team’s advisor) may help during the presentation. Teams are responsible for all of their own equipment. The facility will have a computer with PowerPoint and Internet capabilities, a presentation remote control, and a screen to project the presentation.
4. 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 (such as examples of creative ideas); however, students may not GIVE them any items (such as food, gifts etc.). Corrections to errors made in the expanded executive summary may not be made and given to the judges during the presentation.
5. Anyone may be present during presentations. No one may enter the presentation rooms after the start of the presentations. Latecomers will be turned away.

Awards

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

Award	Description
Grand Prize	The grand prize –The team will receive a trophy that will be housed at the winner’s school, award certificate, plus the following: \$1,200 total to be divided equally among team members
2nd Place	The team will receive a trophy that will be housed at the winner’s school, award certificate and \$400 total to be divided equally among team members.
Every person will receive a certificate for participating.	
Other awards	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 MAY be given for “Best Presenter,” or for other achievements that exceed the minimum expectations.

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. Whether or not a disqualification is warranted is up to The GIANT Company representatives.

Judges

There will be three to five judges. The judges for the challenge will be individuals who are experts in their particular areas. There will be judges from the sponsoring company (The GIANT Company) 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
Situation/Strategy						
Current Situation	0-3	4-5	6-7	8-9	10	
Competitive Analysis	0-3	4-5	6-7	8-9	10	
SWOT	0-8	9-10	11	12-13	14-15	
Objectives	0-3	4-5	6-7	8-9	10	
Ideas						
Recommendations	0-19	20-23	24-27	28-31	32-35	
Evaluation and Control	0-1	2	3	4	5	
Other						
Introduction	0-1	2	3	4	5	
Conclusion	0-1	2	3	4	5	
Documentation of sources	0-1	2	3	4	5	
	TOTAL					

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/Competitive Analysis/SWOT	0-17	18-20	21-23	24-26	27-30	
Recommendations	0-19	20-23	24-27	28-31	32-35	
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	0-1	2	3	4	5	

Contact Information

Questions or concerns should be directed to: Elaine Thode, CRS Program Director,
elaine.thode@desales.edu

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

The CRS 2021 Collegiate Challenge Intent to Participate

COMMITMENT TO PARTICIPATE IN THE 2021 CRS COLLEGIATE CHALLENGE Powered by The GIANT Company

Intent to participate due by Oct 1, 2021
Form also available at <https://thecrs.org>

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

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

College or University: _____

Faculty Advisor's Address Email Addresses

Names of Students - Max of 2 teams per school...please coordinate with other faculty at your school. Team size 3 to 4 people

Member Name	Major	Email
1 Team Captain:		
2		
3		
4		

Member Name	Major	Email
1 Team Captain:		
2		
3		
4		

Send To

Elaine Thode, CRS Program Director, elaine.thode@desales.edu