

THE FREEPORT SERIES
A GROCERY STORE
ROLE PLAY
MODULE

Based on Procedures
used by

Cub Foods
in Freeport, IL

by
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This is a
customized Role Play Module
Developed by
Peekan Publications, Inc.
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It is part of the Freeport Series based on job duties
and practices in specific businesses in Freeport, Illinois.

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THE PEEKAN DIFFERENCE

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Table of Contents

Objectives	1
Basic Skills Utilization	1
Teaching Suggestions	1
Sample Form--Temporary Price Reduction Sale Ad	7
Sample Form--Every Day Prices Sale Ad	9
Tasks To Be Completed--Overview	11
Task #1--Sort Products by Departments	13
Task #2--Place Cake and Deli Orders	21
Task #3--An Hour in the Life of a Customer Service Employee	33
Task #4--Memorize Produce Codes	41
Task #5--Create Sale Ads	51
Task #6--Problem Solving	59
Answer Key	61

Objectives

- Participants will use critical thinking and logic to sort products by departments.
- Participants will decipher assorted ordering information and create written orders.
- Participants will use critical thinking and logic to imagine how a customer service employee would react to assorted situations.
- Participants will use mental categorizing to locate information.
- Participants will record found information and then memorize it.
- Participants will identify essential information.
- Participants will creatively design sales ads.
- Participants will make judgments, prioritize and problem solve based on logic.

Basic Skills Utilization

In order to be a successful, contributing employee, it is important to have basic skills intact. For the purposes of this program, basic skills are considered to include:

- mastery of basic math
- ability to read, write and speak
- ability to utilize critical and creative thinking in daily life

The breakdown of the requirements of these basic skills throughout this program follows:

Mastery of basic math: Task #2, Task #4, Task #5

Ability to read, write and speak: Task #1, Task #2, Task #3, Task #4, Task #5, Task #6

Ability to utilize critical and creative thinking skills: Task #1, Task #2, Task #3, Task #4, Task #5, Task #6

Teaching Suggestions

- This Role Play Module is designed to offer a very realistic hands-on task, utilizing skills required of entry level employees in a grocery store position. It is suggested that a participant complete all components in order to have a fairly complete picture.
- Participants will sometimes make comments indicating that they do not know how to complete portions they are unfamiliar with and/or portions that require subjective, critical thinking. It is suggested that trainers give as little assistance as possible. Participants should be encouraged to imagine that they are actually on the job and there is no one available to help them.
- Actual grocery store sales ads are included as samples.
- All the activities in this Role Play Module can be completed individually or in groups. In a grocery store setting, most of these activities would be completed individually unless there is a problem. It is suggested that this would be the best way to approach the Role Play Module as well. Each participant could work independently until a problem arises. At that point, a fellow "worker" could be consulted.

- Schedule a field trip to a grocery store if possible. If this cannot be arranged, ask a grocery professional to speak to the class.
- Have participants write questions to ask a speaker or a field trip guide. Make sure the questions are meaningful. Some possible topic suggestions are:
 - Time schedule for receiving food shipments
 - Number and qualifications of employees
 - Amounts of food wasted
 - Shoplifting problems
 - On-the-job training
- Comments in reference to **Task #1:**
 - When students do not know in which department a specific item belongs, encourage them to make a guess based on logic.
 - For ease of grading, it is essential that the items on the Grocery Store List be handled one at a time and in the order of the list. Instruct participants to do column 1, then column 2 and then column 3. This will result in finished grocery store department sheets with products in the same order as in the answer key.
 - The answer key does not address the five items participants are to make up to add to each department.
- Comments in reference to **Task #2:**
 - This activity would be fun to do with partners. One person would take the given order information and relay it as they desired to the other person (the deli/bakery person). Information intake from an oral source requires a different skill, and more realistic in this case, than intake from a written source.
 - The Party Planning Guide is somewhat difficult to read. Since this is a situation often encountered in this world, we left it that way. Participants will have to work a little harder to get the information they need.
 - Each participant/team will need five copies of both the Bakery and Deli Order Form.
- Comments in reference to **Task #3:**
 - Discuss the fact that Customer Service Employees work very hard and have to be able to garner pleasure from a job well done, or they would become disgruntled very fast.
 - It would be interesting to ask an actual Customer Service Employee to complete the Dialog sheet and then add it to the classroom discussions.
- Comments in reference to **Task #4:**
 - Many participants will find it difficult to memorize the produce codes. Explain the fact that this is a difficult task for anyone and that effort and persistence usually pay off.
 - Some participants might find it helpful to create flashcards to facilitate the memorizing of the produce codes. Encourage this process because it provides a hands-on component that is often helpful.
 - Some participants might find it helpful to create an audio cassette to facilitate the memorizing of the produce codes. Encourage this process because it provides an oral input component that is often helpful.
 - Although the produce list is in alphabetical order, some of the produce items are not easy to find. Encourage participants to review all the major categories before starting. This will bring some alternative locations to mind and will facilitate the search process greatly.

•Comments in reference to **Task #5:**

°Each participant/team will need five copies of each of the blank sale ads.

°Each participant/team will need sign-making equipment such as markers, pens and rulers.

°If time is at a premium, do this activity in teams. Otherwise, it really does not matter if it is done individually or in teams.

°Discuss the fact that not all sales ads in a grocery store mean that items are being sold for less. As with the "Every Day Prices" ads in this role play, some ads are simply posted to draw shoppers' attention to products.

•Comments in reference to **Task #6:**

°Discuss the fact that all people will encounter problems in life and that a comfort zone with problem solving makes a better student, a better friend, a better relative, a better spouse and a better employee.

T.P.R. Temporary Price Reduction

NO-AD

\$

2⁹⁹

**SUN
SCREEN**

LOTION

8oz.

SAVE EVEN MORE!

LOWER PRICES

Every Aisle * Every Shelf * Every Day

CANNED PEACHES

\$1.12

16 oz.

GROCERY STORE

ROLE PLAY

MODULE

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Tasks To Be Completed

These directions offer an overview of the tasks included. More explicit directions are given on the individual Task pages.

- 1--**Sort Products by Department.** All items for sale in a grocery store are assigned to a department. Employees must learn which products go in which departments.
- 2--**Place Cake and Deli Orders.** Orders are placed according to specifications.
- 3--**An Hour in the Life of a Customer Service Employee.** Customer Service employees complete missing parts of a Customer Service Dialog.
- 4--**Memorize Produce Codes.** Proof Operators will verify that customer documents and bank documents balance.
- 5--**Create Sale Ads.** Grocery employees create sale ads to be posted in the store.
- 6--**Problem Solving.** Offer solutions to problem situations.

TASK #1

Sort Products by Departments

Individual and Group Directions:

- As you know, grocery stores are divided into departments. This organization helps shoppers find things and helps employees work efficiently. Think about the departments in the grocery store where your family shops.

- Study this list of grocery store departments:
 - Bakery--Cakes, cookies, breads, and rolls baked fresh daily.
 - Dairy--All items that must be stored between 32°-40°F. Contains milk and milk by-products along with some other items.
 - Deli--Items are as small as chip dip to as large as a complete catered dinner for 200 people.
 - Frozen--Anything that must be stored below 32° F.
 - General Merchandise--Products that were not originally found in grocery stores. These items are now available for shoppers' convenience.
 - Grocery--The largest department. Includes shelf items in cans, bags, or boxes.
 - Health and Beauty Aids--Personal hygiene and over-the-counter medications.
 - Meat--Fish, poultry, pork and beef which is cut, packaged, and displayed by meat-cutters for customer selection or special orders.
 - Produce--Fresh fruits and vegetables from apples to yucca plants.
 - Service Center--To assist customers with requests such as: locating a specific item, purchasing postage stamps, and renting videos. The function of this department may vary from store to store.

- Read through the list of grocery store items.*

- Starting with column 1, take each item in order and place it in a department. Use your logic.

- When done, draw a line after the last item in each department. Then add 5 things of your own to each department except for the Service Counter.

TASK #1

Sort Products by Departments--Grocery Store List

bananas	popsicles	deodorant
fresh French bread	bratwurst	Kleenex
potato salad	coffee	a fresh chocolate eclair
pork chops	postage stamps	fish
aspirin	hot meal	Eggo's
potatoes	ice cream	a fresh muffin
birthday card	ink pen	ingernail polish
soda pop	fresh hamburger buns	toilet paper
margarine	tomatoes	shaved turkey
tator tots	panty hose	yogurt
a fresh cherry turnover	hamburger patties	beef roast
shrimp cocktail	spices	kiwi
vitamins	magazine	dental floss
Cool Whip	oven cleaner	fresh three bean salad
macaroni salad	shredded cheese	birthday candles
lettuce	vegetable tray	cheese
film	fresh peaches	ground beef
canned beans	French fries	cantaloupe
fried chicken	laundry soap	a fresh croissant
Tombstone pizza	hair brush	cookie dough in tube
milk	a fresh-baked cookie	pot pies
rib-eye steak	a fresh apple fritter	book
light bulb	chicken	fresh raisin bread
shampoo	video	baby diapers
dill dip	sour cream	Pepto Bismal
Spaghetti-O's	orange juice concentrate	strawberries
a fresh birthday cake	meat and cheese tray	bread dough
hot dog	oranges	turkey
eggs	fresh green beans	T-shirt
aluminum pans	whipping cream	orange juice
ham & cheese sandwich	furniture polish	ice cubes
fresh apple pie	toothpaste	Tums
TV dinners	apple	candy
cake mix	canned ham	half and half
hair conditioner	jello salad	T-bone steak
a fresh donut	pot holders	hand cream
fresh pears	cream cheese	potato chips
butter	sherbet	

TASK #1

Sort Products by Departments--Grocery Store Departments

Dairy & non-produce refrigerator item	
Grocery	
Frozen Foods	
Health & Beauty Aids	
General Merchandise	