2025-2026 Competitive Events Guidelines
Retail Management (High School)

Colorado FBLA

Retail Management challenges high school members to demonstrate their understanding of core retail operations and strategies through an objective test. Members are assessed on key knowledge areas such as inventory control, , sales techniques, merchandising, and product mix.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

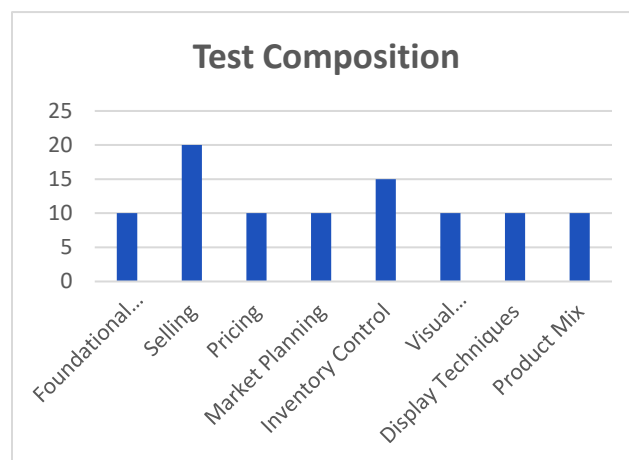|	
Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking

Knowledge Areas

- Foundational Retail Knowledge
- Selling
- Pricing
- Market Planning
- Inventory Control
- Visual Merchandising
- Display Techniques
- Product Mix

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

Test Composition bar chart — Foundational...: 10, Selling: 20, Pricing: 10, Market Planning: 10, Inventory Control: 15, Visual...: 10, Display Techniques: 10, Product Mix: 10

District

Testing will take place prior to the District Leadership Conference. Testing must occur at school under the supervision of an adult proctor. Check the Call to Conference for your District for specific instructions and deadlines.

State

Any event with a test will have an online testing component on-site at the State Leadership Conference. See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. Colorado FBLA will also provide the items listed below.

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National	

Required Competition Items

Items Competitor Must Provide	**Items FBLA Provides On-site**
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.

- o   All schedules are posted in local time for the NLC host city.
- o   Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

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This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Foundational Retail Knowledge (10 test items)
1. Distinguish between retailing and marketing (MK:003) (CS)
2. Explain the nature and scope of distribution (OP:522) (CS)
3. Analyze the impact of technology on retailing (NF:041) (SP)
4. Obtain information from retail databases to aid in product planning and control (NF:104) (SP)

Selling (20 test items)
1. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
2. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
3. Close the sale (SE:895, LAP-SE-895) (SP)
4. Demonstrate suggestion selling (SE:875, LAP-SE-875) (SP)
5. Process retail sales documentation (SE:117) (SP)
6. Provide information about incoming merchandise to sales staff (SE:396) (SP)
7. Monitor on-floor selling activities (SE:389) (SP)

Pricing (10 test items)
1. Select approach for setting a base price (cost, demand, competition) (PI:018) (MN)
2. Determine cost of product (breakeven, ROI, markup) (PI:019) (MN)
3. Calculate break-even point (PI:006, LAP-PI-006) (MN)
4. Set prices (PI:007) (MN)

Market Planning (10 test items)
1. Profile target customer (MP:027) (MN)
2. Determine market needs (MP:025) (MN)
3. Determine customer demand for merchandise (MP:033) (MN)
4. Warehousing and Transportation (5 test items)
5. Explain shipping processes (OP:405) (CS)
6. Identify factors considered when selecting best shipping method (OP:406) (SP)
7. Plan storage space (OP:404) (MN)

Inventory Control (15 test items)
1. Allocate merchandise to stores/regions (OP:411) (SP)
2. Track stock by location for department/class/vendor level (OP:412) (SP)
3. Explain types of unit inventory-control systems (OP:414) (SP)
4. Determine inventory shrinkage (OP:415) (SP)
5. Maintain inventory-control systems (OP:416) (SP)

Visual Merchandising (10 test items)

1. Place merchandise for impact (PR:342) (SP)
2. Determine on-floor assortments (PR:284) (SP)
3. Use cross-merchandising techniques (PR:358) (SP)
4. Read/Implement planograms (PR:349) (SP)

Display Techniques (10 test items)
1. Create promotional signs (PR:109) (SP)
2. Select and use display fixtures/forms (PR:031) (SP)
3. Create displays (PR:047) (SP)

Product Mix (10 test items)
1. Determine quality of merchandise to offer (PM:223) (SP)
2. Determine width and depth of assortment strategies (PM:225) (MN)
3. Select mix of brands (PM:256) (MN)
4. Plan merchandise assortment (e.g., styling, sizes, quantities, colors) (PM:254) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.*
https://www.mbaresearch.org/local-educators/teaching-resources/standards/

American Public University. *Why study retail management? The various reasons.* https://www.apu.apus.edu/area-of-study/business-and-management/resources/why-study-retail-management--the-various-reasons/

Brightpearl. *Retail management.* https://www.brightpearl.com/retail-management

Indeed. *What is retail management? (Definition and responsibilities).* https://www.indeed.com/career-advice/finding-a-job/what-is-retail-management