



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Product/Service Management

# **BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain the concept of product mix.
- Explain the nature of product/service branding.
- Describe factors used by businesses to position corporate brands.
- Describe factors used by marketers to position products/services.
- Explain key factors in building a clientele.
- Explain the concept of competition.
- Determine factors affecting business risk.

## CASE STUDY SITUATION

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You are to assume the roles of the director of merchandising and the director of branding for MEMORIAL, a retail apparel chain with over 2,000 physical store locations. The senior vice president (judge) is considering partnering with a widely-known and iconic company, but wants you to first analyze the effect it would have on MEMORIAL's product management.

MEMORIAL opened its first store almost 50 years ago and began selling casual apparel and accessories to both males and females. When it first opened, the retailer partnered with the iconic denim jeans brand VELI. MEMORIAL had a variety of its own merchandise, including t-shirts, sweatshirts, casual pants, and accessories, but relied on the brand recognition of VELI jeans to attract customers.

For the first 10 years, MEMORIAL relied on VELI for its assortment of denim jeans. Then in the mid-1980s, MEMORIAL began producing its own brand of denim jeans and did not renew the partnership with VELI. Since that time, MEMORIAL has added to its product mix, including business and professional apparel, kids and baby apparel, and a line of athletic wear.

VELI has seen a decline in its revenue due to the popularity of athletic wear and leggings. Males and females are choosing to wear ultra casual apparel in their down time rather than denim jeans. In response to this trend, VELI wants to once again partner with MEMORIAL and have VELI denim jeans part of the retailer's merchandise inventory.

The senior vice president (judge) is considering renewing the partnership from years ago. It would be a nod to MEMORIAL's beginnings and would be perfectly timed with its 50-year anniversary. However, the senior vice president (judge) is concerned how the addition of VELI denim jeans would affect MEMORIAL's product mix and sales. The senior vice president (judge) wants you to examine and discuss:

- How would adding VELI denim jeans affect MEMORIAL's product mix?
- How could MEMORIAL use the VELI brand in positioning?
- How would adding VELI brand merchandise build MEMORIAL's clientele?
- What are the risks involved in partnering with VELI?

You will present your ideas to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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1. Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen career area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.
2. Participants will have a 30-minute preparation period and may make notes to use during the role-play.
3. During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.
4. During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

### JUDGE CHARACTERIZATION

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You are to assume the role of senior vice president of MEMORIAL, a retail apparel chain with over 2,000 physical store locations. You are considering partnering with a widely-known and iconic company, but want the director of merchandising and the director of branding (participant team) to first analyze the effect it would have on MEMORIAL's product management.

MEMORIAL opened its first store almost 50 years ago and began selling casual apparel and accessories to both males and females. When it first opened, the retailer partnered with the iconic denim jeans brand VELI. MEMORIAL had a variety of its own merchandise, including t-shirts, sweatshirts, casual pants, and accessories, but relied on the brand recognition of VELI jeans to attract customers.

For the first 10 years, MEMORIAL relied on VELI for its assortment of denim jeans. Then in the mid-1980s, MEMORIAL began producing its own brand of denim jeans and did not renew the partnership with VELI. Since that time, MEMORIAL has added to its product mix, including business and professional apparel, kids and baby apparel, and a line of athletic wear.

VELI has seen a decline in its revenue due to the popularity of athletic wear and leggings. Males and females are choosing to wear ultra casual apparel in their down time rather than denim jeans. In response to this trend, VELI wants to once again partner with MEMORIAL and have VELI denim jeans part of the retailer's merchandise inventory.

You are considering renewing the partnership from years ago. It would be a nod to MEMORIAL's beginnings and would be perfectly timed with its 50-year anniversary. However, you are concerned how the addition of VELI denim jeans would affect MEMORIAL's product mix and sales. You want the director of merchandising and the director of branding (participant team) to examine and discuss:

- How would adding VELI denim jeans affect MEMORIAL's product mix?
- How could MEMORIAL use the VELI brand in positioning?
- How would adding VELI brand merchandise build MEMORIAL's clientele?

- What are the risks involved in partnering with VELI?

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How can we pilot this idea?
2. What demographic will be attracted to our store due to the addition of VELI jeans?

Once the director of merchandising and the director of branding (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of merchandising and the director of branding (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	In any category, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.
Meets Expectations	Information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined score of 70 or better will earn the participant team DECA's Certificate of Excellence at ICDC.
Below Expectations	Information presented does not meet minimum standards of acceptability.
Little/No Value	Either some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).



## BUYING AND MERCHANDISING TEAM DECISION MAKING 2020

### JUDGE'S EVALUATION FORM DISTRICT EVENT

**INSTRUCTIONAL AREA:**  
Product/Service Management

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of competition?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						