



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Product/Service Management

## **FASHION MERCHANDISING AND MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific 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 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

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- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

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- Develop seasonal assortment strategies.
- Generate product ideas.
- Explain the concept of product mix.
- Identify company's unique selling proposition.
- Explain the importance of merchandising to retailers.

## **CASE STUDY SITUATION**

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You are the general manager for UNITY UNIFORMS, a retailer with five locations that sells youth school uniforms and youth uniforms for scouting and other clubs and organizations. UNITY UNIFORMS' five locations are in a large metropolitan area. Among the five locations, one has a larger portion of the store dedicated to scouting uniforms and other club/organization uniforms while the other four have more store space dedicated to school uniforms.

The youth uniforms sold by UNITY UNIFORMS include pants, shorts, skirts, dresses, dress shirts, casual shirts, sweatshirts, sweaters and socks. The club uniforms include all shirts, vests, sashes, scarves and other accessories required. Each location has tailors on hand that will hem apparel or attach needed club patches.

The owner of UNITY UNIFORMS has realized that the location primarily dedicated to club uniforms is busiest in the spring and fall and the other locations are busiest in the fall and winter. All five locations see very little foot traffic or sales during the summer months.

## **YOUR CHALLENGE**

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The owner of UNITY UNIFORMS wants to increase traffic in all five stores year-round. The owner wants you to develop a seasonal assortment strategy for the stores that includes the following:

- New products to sell at each store that will encourage nonuniform customers to visit
- Additional products each location can sell that will encourage school uniform shoppers to make purchases in spring and summer
- Additional products each location can sell that will increase spending during the locations' busy seasons

## 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.

### 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.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| Exceeds Expectations       | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.  |
| Meets Expectations         | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.                    |
| Below Expectations         | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator. |
| Little/No Value            | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



**FASHION MERCHANDISING AND MARKETING  
2023**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Product/Service Management

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

| Did the participant:          |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b> |   |                 |                    |                    |                      |              |
| 1.                            | Develop seasonal assortment strategies?   | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 2.                            | Generate product ideas?   | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 3.                            | Explain the concept of product mix?   | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 4.                            | Identify company's unique selling proposition?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 5.                            | Explain the importance merchandising to retailers?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| <b>PRESENTATION</b>           |   |                 |                    |                    |                      |              |
| 6.                            | Demonstrate clarity of expression?  | 0-1             | 2-3                | 4                  | 5                    |              |
| 7.                            | Organize ideas?   | 0-1             | 2-3                | 4                  | 5                    |              |
| 8.                            | Show evidence of mature judgment?   | 0-1             | 2-3                | 4                  | 5                    |              |
| 9.                            | Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions | 0-1-2           | 3-4-5              | 6-7-8              | 9-10                 |              |
| <b>TOTAL SCORE</b>            |   |                 |                    |                    |                      |              |