BUYING AND MERCHANDISING
TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st 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.

21st CENTURY SKILLS

- 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

- Describe factors used by businesses to position corporate brands.
- Identify company’s brand promise.
- Identify factors affecting a business’s profit.
- Determine factors affecting business risk.
- Describe the functions of prices in markets.
- Explain the concept of competition.
- Build and maintain relationships with customers.
**CASE STUDY SITUATION**

You are to assume the roles of the merchandising manager and the customer relations manager for GREAT MART, the largest big box discount retailer in the nation. The director of merchandising (judge) wants you to determine whether or not to begin offering premium home goods and furniture to change the company’s image.

GREAT MART has never struggled with sales. The discount retailer has the most store locations, the most customers and the highest sales of all competitors. While many discount retailers sell the same assortment and quality of merchandise, GREAT MART has always been known as the discount destination for its low prices.

In an attempt to sell more profitable merchandise, executives at GREAT MART want to partner with higher end designers and brands in the home goods and furniture marketplace. GREAT MART would sell higher quality merchandise at much higher prices than traditional GREAT MART home goods and furniture. A popular retailer that once sold every item for one dollar has had great success adding higher priced merchandise in its stores and pricing it well over one dollar, and the GREAT MART executives hope to mimic that success.

A well-known home goods brand would sell a trendy swivel chair at GREAT MART stores for $500.00. Another famous furniture brand would sell a top-of-the-line bedroom dresser for $1,000.00. These prices are well above other GREAT MART merchandise located in the same department.

The director of merchandising (judge) wants you to weigh the pros and cons of offering premium home goods and furniture in an attempt to change the company’s discount destination image. The director of merchandising (judge) wants you to analyze how the change in merchandise could possibly alienate GREAT MART’s core customers.

You will present your analysis and recommendation to the director of merchandising (judge) in a meeting to take place in the director of merchandising’s (judge’s) office. The director of merchandising (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director of merchandising’s (judge’s) questions, the director of merchandising (judge) will conclude the meeting by thanking you for your work.
JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
   Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form
   Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the director of merchandising for GREAT MART, the largest big box discount retailer in the nation. You want the merchandising manager and the customer relations manager (participant team) to determine whether or not to begin offering premium home goods and furniture to change the company’s image.

GREAT MART has never struggled with sales. The discount retailer has the most store locations, the most customers and the highest sales of all competitors. While many discount retailers sell the same assortment and quality of merchandise, GREAT MART has always been known as the discount destination for its low prices.

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You want the merchandising manager and the customer relations manager (participant team) to weigh the pros and cons of offering premium home goods and furniture in an attempt to change the
company’s discount destination image. You want the merchandising manager and the customer relations manager (participant team) to analyze how the change in merchandise could possibly alienate GREAT MArt’s core customers.

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. We also sell merchandise online; how could we use our online marketplace in this venture?
2. How could we get more affluent customers into our stores to shop for the premium merchandise?

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

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

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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>Participants 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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>Participants 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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>Participants 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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
BUYING AND MERCHANDISING TEAM DECISION MAKING
2024

JUDGE’S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA: Economics

Participant: __________________________
Participant: __________________________
ID Number: __________________________

Did the participant team:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Describe factors used by businesses to position corporate brands?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Identify company’s brand promise?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>3. Identify factors affecting a business’s profit?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>4. Determine factors affecting business risk?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>5. Describe the functions of prices in markets?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>6. Explain the concept of competition?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>7. Build and maintain relationships with customers?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

21st CENTURY SKILLS

| 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                  |              |

TOTAL SCORE