



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Product/Service Management
Promotion

BUYING AND MERCHANDISING TEAM DECISION MAKING 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 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.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Describe factors used by marketers to position products.
- Explain the nature of product/service branding.
- Describe the use of grades and standards in marketing.
- Explain the nature of a promotional plan.
- Coordinate activities in the promotional mix.
- Explain the role of promotion as a marketing function.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are to assume the roles of marketing specialists for SHOPMART, a national discount retail chain. The CEO of SHOPMART (judge) has asked you to develop a strategy to raise customer awareness of the store's private label brand to ultimately increase sales and increase profit margins.

SHOPMART is one of several large national discount retail chains across the country. The store sells a wide variety of merchandise such as: household items, clothing, health and beauty products, electronics, small furniture and seasonal items. While merchandise sales have been steady, the past two quarters have not shown any significant increases.

The CEO of SHOPMART (judge) is now focusing on the store's private label brand, *Match*. The SHOPMART health and beauty department offers all major brand name products consumers expect to find, plus the additional private label brand, *Match*. Priced 5%-20% less than the national brands, *Match* products are just as effective as national brands. Sales of *Match* brand health and beauty products should be higher than what they are, given the economic crisis in the country. The CEO (judge) has asked you to develop a strategy to raise awareness of the *Match* brand to SHOPMART customers, which will increase sales.

The CEO (judge) warns that price alone does not create customer loyalty to a brand. Please consider the following product qualities when developing your strategy:

- Meets needs
- Exudes quality
- Delivers a positive experience

You will explain your strategy to the CEO (judge) in a meeting to take place in the CEO's (judge's) office. The CEO (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have explained your strategy and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of CEO for SHOPMART, a national discount retail chain. You have asked marketing specialists (participant team) to develop a strategy to raise customer awareness of the store's private label brand to ultimately increase sales and increase profit margins.

SHOPMART is one of several large national discount retail chains across the country. The store sells a wide variety of merchandise, such as: household items, clothing, health and beauty products, electronics, small furniture and seasonal items. While sales have been steady, the past two quarters have not shown any significant increase.

You are now focusing on the store's private label brand, *Match*. The SHOPMART health and beauty department offers all major brand name products consumers expect to find, plus the additional private label brand, *Match*. Priced 5%-20% less than the national brands, *Match* products are just as effective as national brands. Sales of *Match* brand health and beauty products should be higher than what they are, given the economic crisis in the country. You have asked the marketing specialists (participant team) to develop a strategy to raise awareness of the *Match* brand to SHOPMART customers, which will increase sales.

You have warned that price alone does not create customer loyalty to a brand. You have asked the marketing specialists (participant team) to consider the following product qualities when developing the strategy:

- Meets needs
- Exudes quality
- Delivers a positive experience

The marketing specialists (participant team) will explain the strategy to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing specialists (participant team) and asking to hear their ideas.

After the marketing specialists (participant team) have explained their strategy you are to ask the following questions of each participant team:

1. How does your strategy create differentiation from the competition?
2. If successful, what other departments could use the *Match* brand?

Once the marketing specialists (participant team) have answered your questions, you will conclude the meeting by thanking the marketing specialists (participant team) for the work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational 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.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

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.

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.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is present 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 total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A "Little/No Value" score means either that 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).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.

JUDGE'S EVALUATION FORM

BTDM

PERFORMANCE INDICATORS

**Exceeds
Expectations**

**Meets
Expectations**

**Below
Expectations**

**Little/No
Value**

**Judged
Score**

DID THE PARTICIPANT:

1. Describe factors used by marketers to position products?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the nature of product/service branding?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Describe the use of grades/standards in marketing?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the nature of a promotional plan?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Coordinate activities in the promotional mix?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the role of promotion as a marketing function?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Demonstrate connections between company actions and results?	10-9	8-7	6-5-4	3-2-1-0	_____

PRESENTATION

8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____

TOTAL SCORE _____