

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Channel Management

APPAREL AND ACCESSORIES MARKETING SERIES EVENT**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 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.)
- You will be evaluated on how well you 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature and scope of channel management.
2. Explain the relationship between customer service and channel management.
3. Describe the use of technology in the channel management function.
4. Explain the concept of market and market identification.
5. Analyze the impact of technology on retailing.

EVENT SITUATION

You are to assume the role of director of product distribution for SPACE ROBOT, a fast fashion retailer. The senior vice president (judge) wants you to identify locations for a new sales channel and explain how the locations will attract new clientele.

SPACE ROBOT produces wildly popular clothing and accessories marketed toward young adults. The fashion pieces feature bold colors with color block patterns and shapes. There is no mistaking the look of SPACE ROBOT products. The products are considered fast fashion because the inventory turnover happens quickly; new items are added weekly to keep the brand fresh and keep customers returning to stores and the website.

The most popular SPACE ROBOT items include the icon t-shirt, available in a variety of bold colors, and features the letters “SR” near the bottom of the shirt. The t-shirt is available for \$14.99. Another popular SPACE ROBOT item is the icon knit hat. The icon knit hat is also available in a variety of bold colors and features the “SR” emblem on the front. The icon knit hat is available for \$16.99. One other popular item is the SPACE ROBOT icon sweatshirt. The icon sweatshirt has the same design as the icon t-shirt. The icon sweatshirt is available for \$24.99. All three icon items are the only products at SPACE ROBOT that are always available, regardless of season. The icon items are also the most popular and recognizable SPACE ROBOT products.

Currently, there are only 100 SPACE ROBOT physical store locations across the nation. All physical store locations are in highly-populated cities in trendy shopping areas. Consumers wishing to purchase the popular SPACE ROBOT merchandise must use the website and wait 5-10 days for items to be shipped.

In an attempt to engage more customers, executives have installed SPACE ROBOT vending machines in large airports and shopping malls. The SPACE ROBOT vending machines carry the three icon apparel products in size small, medium and large and the icon knit hat in regular or large. Customers simply swipe a credit card and the item is retrieved from the designated retrieval area toward the bottom of the machine. In the two months since the vending machines have been in place, they have all sold out of product each week. Software inside each machine can be accessed to check inventory levels, monitor popular times of purchase and each time the machine was touched, even if a purchase was not made.

Due to the success of the SPACE ROBOT vending machine, the senior vice president (judge) wants you to identify a new location for a vending machine. The senior vice president (judge) wants your new location to target a market that is not being met by airports and large shopping malls. The senior vice president (judge) also wants you to determine what can be learned by the vending machine software in the new location.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president’s (judge’s) office. The senior vice president (judge) will begin the role-play 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 role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for SPACE ROBOT, a fast fashion retailer. You want the director of product distribution (participant) to identify locations for a new sales channel and explain how the locations will attract new clientele.

SPACE ROBOT produces wildly popular clothing and accessories marketed toward young adults. The fashion pieces feature bold colors with color block patterns and shapes. There is no mistaking the look of SPACE ROBOT products. The products are considered fast fashion because the inventory turnover happens quickly; new items are added weekly to keep the brand fresh and keep customers returning to stores and the website.

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Due to the success of the SPACE ROBOT vending machine, you want the director of product distribution (participant) to identify a new location for a vending machine. You want the new location to target a market that is not being met by airports and large shopping malls. You also want the director of product distribution (participant) to determine what can be learned by the vending machine software in the new location.

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

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

1. Should SPACE ROBOT allocate funds for the promotion of the new vending machines? Why or why not?
2. Do you think vending machines should also be available in cities that have physical store locations? Why or why not?

Once the director of product distribution (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of product distribution (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**APPAREL AND ACCESSORIES MARKETING
SERIES, 2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Channel Management

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Explain the nature and scope of channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the relationship between customer service and channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the use of technology in channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Analyze the impact of technology on retailing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

21st CENTURY SKILLS

6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	

TOTAL SCORE