



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 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

- Explain the nature and scope of the product/service management function.
- Identify the impact of product life cycles on marketing decisions.
- Describe the use of technology in the product/service management function.
- Describe factors used by marketers to position products/services.
- Identify ways that technology impacts business.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are to assume the roles of merchandise managers at THE LEATHER COMPANY, a regional leather retailer. The company's marketing manager (judge) has asked you to decide how the retailer should move forward with a new, successful interactive merchandising device.

THE LEATHER COMPANY has 50 stores in five states, and sells only five types of products: jackets, belts, handbags, gloves and watches. Each store averages just 1,000 square feet, which means the merchandise is well organized and displayed by design.

One month ago, THE LEATHER COMPANY invested in an innovative, technology based product development station. The retailer installed tablet computers in each store that are fitted with specialized software allowing customers to design their own watches. The "create your own watch" station allows customers to choose the style, color, and display for each part of the watch. Once the customer-designed watch is finished and the store employee completes the transaction, the information is then sent to the factory to be produced and finally shipped to the customer. This new merchandising device has been wildly popular with customers. Watch sales have almost doubled since the installation of the "create your own watch" station.

Building on the success of the "create your own watch" station, the marketing manager (judge) wants to expand the use of interactive merchandising. The marketing manager (judge) wants you to decide the best way the store can utilize interactive merchandising, in addition to the "create your own watch" station.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of marketing manager for THE LEATHER COMPANY, a regional leather retailer. You have asked the merchandise managers (participant team) to decide how the retailer should move forward with a new, successful interactive merchandising device.

THE LEATHER COMPANY has 50 stores in five states, and sells only five types of products: jackets, belts, handbags, gloves and watches. Each store averages just 1,000 square feet, which means the merchandise is well organized and displayed by design.

One month ago, THE LEATHER COMPANY invested in an innovative, technology based product development station. The retailer installed tablet computers in each store that are fitted with specialized software allowing customers to design their own watches. The "create your own watch" station allows customers to choose the style, color, and display for each part of the watch. Once the customer-designed watch is finished and the store employee completes the transaction, the information is then sent to the factory to be produced and finally shipped to the customer. This new merchandising device has been wildly popular with customers. Watch sales have almost doubled since the installation of the "create your own watch" station.

Building on the success of the "create your own watch" station, you want to expand the use of interactive merchandising. You want the merchandise managers (participant team) to decide the best way the store can utilize interactive merchandising, in addition to the "create your own watch" station.

The merchandise managers (participant team) will present their ideas to you in a meeting to take place in your office. You will begin the meeting by greeting the merchandise managers (participant team) and asking to hear about their ideas.

After the merchandise managers (participant team) have presented their ideas, you are to ask the following questions of each participant team:

1. What is the best way to promote your idea?
2. Why do think the "create your own watch" station was such a success?
3. What does the new product development device say about our brand?

Once the merchandise managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their 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. Explain the nature and scope of the product/service management function?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Identify the impact of product life cycles on marketing decisions?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Describe the use of technology in the product/service management function?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Describe factors used by marketers to position products/services?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Identify ways that technology impacts business?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Discuss actions employees can take to achieve the company's desired results?	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 _____