



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Marketing

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 customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Identify company's unique selling proposition.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.



- Discuss motivational theories that impact buying behavior.

CASE STUDY SITUATION

You are to assume the roles of directors of merchandising at BEAR FOODS, a national grocery store chain. The CEO of the chain (judge) has asked you to decide which department to expand within the grocery store.

With 600 locations throughout the country, BEAR FOODS is a chain of grocery stores that has always kept food and beverage sales as the primary focus. Each BEAR FOODS store has the same layout with an extensive produce department, meat department, bakery, deli and general grocery merchandise. At the back of each store, a small alcove area has been used as a photography department since the stores first opened in 1981.

The digital age of photography has seen a 79% decline in sales in the photography department since 2007. Even with a one-hour printing station for printing digital prints, the photography department is not profitable for the chain. The CEO (judge) has decided to close the photography departments in all BEAR FOODS locations.

A recent study showed that due to the unstable economy, 40% of consumers are now more focused on self-care. The study also showed that more consumers are purchasing health and beauty items at grocery stores for convenience and lower prices. Health care items that have seen a tremendous growth in sales include: vitamins, supplements, weight-loss products, over the counter medicines and first aid related items. Beauty items that are purchased include: makeup, hair care products, skin care products, accessories and fingernail polishes and maintenance tools.

The CEO of BEAR FOODS (judge) would like the photography department of each store to be turned into either a health care department or a beauty department. The CEO (judge) would like your team to decide which department would be the most beneficial to the chain by discussing the following:

- Target market
- Marketing strategies
- Potential promotions/special events
- Training needed for employees staffed in new department

You will present your analysis and recommendations 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 presented your analysis and recommendation 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 at BEAR FOODS, a national grocery store chain. You have asked the directors of merchandising (participant team) to decide which department to expand within the grocery store.

With 600 locations throughout the country, BEAR FOODS is a chain of grocery stores that has always kept food and beverage sales as the primary focus. Each BEAR FOODS store has the same layout with an extensive produce department, meat department, bakery, deli and general grocery merchandise. At the back of each store, a small alcove area has been used as a photography department since the stores first opened in 1981.

The digital age of photography has seen a 79% decline in sales in the photography department since 2007. Even with a one-hour printing station for printing digital prints, the photography department is not profitable for the chain. You have decided to close the photography departments in all BEAR FOODS locations.

A recent study showed that due to the unstable economy, 40% of consumers are now more focused on self-care. The study also showed that more consumers are purchasing health and beauty items at grocery stores for convenience and lower prices. Health care items that have seen a tremendous growth in sales include: vitamins, supplements, weight-loss products, over the counter medicines and first aid related items. Beauty items that are purchased include: makeup, hair care products, skin care products, accessories and fingernail polishes and maintenance tools.

You would like the photography department of each store to be turned into either a health care department or a beauty department. You would like the directors of merchandising (participant team) to decide which department would be the most beneficial to the chain by discussing the following:

- Target market
- Marketing strategies
- Potential promotions/special events
- Training needed for employees staffed in new department

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

After the directors of merchandising (participant team) have presented their recommendations you are to ask the following questions of each participant team:

1. What is one potential negative consequence of going with your choice?
2. Do you think different store locations would warrant different departments?
3. Is there any chance that keeping the photography department would be beneficial?

Once the directors of merchandising (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 presented 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.



**BUYING AND MERCHANDISING TEAM
DECISION MAKING, 2014**

JUDGE'S EVALUATION FORM
SAMPLE EVENT

INSTRUCTIONAL AREA: Marketing

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
2.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6	7-8	9-10	
3.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
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						