



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 give an ID label to your adult assistant during the preparation time.
- 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.
- Describe strategies used by marketers to position products/businesses.
- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Compare and contrast buying from domestic sources with that of foreign sources.
- Determine vision.
- Persuade others.

CASE STUDY SITUATION

You are to assume the roles of directors of product development at NEW EXPRESSIONS, a leading specialty store known for being a brand-builder. The president of NEW EXPRESSIONS (judge) has asked you to develop a report describing the advantages and disadvantages of buying from foreign sources. The president (judge) wants a domestic-versus-offshore sourcing recommendation for future merchandise planning.

In the summer of 1969 man took his first walk on the moon and the first NEW EXPRESSIONS store was opened in Los Angeles. Today, NEW EXPRESSIONS is one of the largest specialty retailers in the country, with a mission to make it easy for its customers to express their personal styles with its trendy, fashion-forward merchandise. Every day the retailer looks for new ways to connect with its customers, to provide value to its shareholders and to make a positive contribution in the communities where it does business. The company wants to make emotional connections with its customers through inspiring designs, unique stores experiences and compelling marketing.

The president's (judge's) vision is to offer private label merchandise that will be specifically produced according to the specifications of NEW EXPRESSIONS. The private label must have original fashion flair and be made with only high-quality materials and workmanship. As mass merchandisers have captured a larger share of retail sales, the president (judge) believes private label goods will help the chain increase its sales volume and maintain its competitive edge. If this vision is to move forward, the company will have to consider contracting with foreign manufacturing plants instead of buying domestically produced merchandise only. Although offshore sourcing may give larger profits to the company, the president (judge) knows that the risks associated with offshore sourcing must be evaluated.

In order to make an informed marketing and management decision, the president (judge) has asked you to develop a report outlining the advantages and disadvantages of offshore sourcing. At the conclusion of the report, your team is to recommend a course of action. You are to consider the following when developing the report and recommendation:

- cost/markups
- image/customers
- timelines/shipping
- buyers/buying trips
- communication
- legal issues/economic factors
- financial risks
- diversity/cultures

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

JUDGE'S INSTRUCTIONS

You are to assume the role of president of NEW EXPRESSIONS, a leading specialty store known for being a brand-builder. You have asked the directors of product development (participant team) to develop a report describing the advantages and disadvantages of buying from foreign sources. You also want the directors (participant team) to recommend a course of action for future merchandise planning.

In the summer of 1969 man took his first walk on the moon and the first NEW EXPRESSIONS store was opened in Los Angeles. Today, NEW EXPRESSIONS is one of the largest specialty retailers in the country with a mission to make it easy for its customers to express their personal styles with its trendy, fashion-forward merchandise. Every day the retailer looks for new ways to connect with its customers, to provide value to its shareholders and to make a positive contribution in the communities where it does business. The company wants to make emotional connections with its customers through inspiring designs, unique stores experiences and compelling marketing.

You envision offering private label merchandise that will be specifically produced according to the specifications of NEW EXPRESSIONS. The private label must have original fashion flair and be made with only high-quality materials and workmanship. As mass merchandisers have captured a larger share of retail sales, you believe private label goods will help the chain increase its sales volume and maintain its competitive edge. If this vision is to move forward, the company will have to consider contracting with foreign manufacturing plants, instead of buying domestically produced merchandise only. Although offshore sourcing may give larger profits to the company, you know there are risks associated with offshore sourcing that need to be considered.

In order to make an informed marketing and management decision, you have asked the directors of product development (participant team) to develop a report outlining the advantages and disadvantages of offshore sourcing. At the conclusion of the report, the directors (participant team) are to recommend a course of action. You have asked them to consider the following when developing the report and recommendation:

- cost/markups
- image/customers
- timelines/shipping
- buyers/buying trips
- communication
- legal issues/economic factors
- financial risks
- diversity/cultures

The directors of product development (participant team) will present the report and course of action to you in a meeting to take place in your office. You will begin the meeting by greeting the participants and asking to hear about their ideas.

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

1. Why is there generally more profit in private label goods?
2. How does advance buying benefit both the retailer and the manufacturer?
3. What are U.S. manufacturers doing to encourage retailers to source domestically?

Once the directors (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 direct.

We thank you for your help.

JUDGE'S EVALUATION FORM
BTDM
STATE EVENT 2010

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. Describe strategies used by marketers to position products/businesses?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain the nature of corporate branding?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Describe factors used by businesses to position corporate brands?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Compare and contrast buying from domestic sources with that of foreign sources?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Determine vision?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Persuade others?	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 _____					