



2011

CAREER CLUSTER  
Marketing

INSTRUCTIONAL AREA  
Operations

## 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 routine security precautions.
- Explain the nature of risk management.
- Follow established security procedures/policies.
- Discuss the role of ethics in operations.
- Explain employee's role in expense control.
- Describe the use of technology in operations.
- Enlist others in working toward a shared vision.

## CASE STUDY SITUATION

You are to assume the role of assistant managers of MADIGAN JUNIORS, a popular clothing store. The manager of the store (judge) has asked you to create a loss prevention plan for the store.

MADIGAN JUNIORS is located in a large open-air shopping center. Selling both male and female fashionable apparel, MADIGAN JUNIORS is very popular among high school students. The store layout consists of female apparel on one side of the store and male apparel on the other side. The registers are located toward the back of the store, with accessories and a small shoe department nearby. Behind the registers are the doors that lead to the stockroom where merchandise is received and stored. Employee lockers and a break room are also located in this area.

Currently, MADIGAN JUNIORS does not have a solid loss prevention strategy in place. There are two security cameras located in the store that monitor shoppers, but no other cameras are in place. Customers wanting to try on clothing in the fitting rooms must first see an associate to have the door unlocked. The store manager (judge) feels that more needs to be done to combat loss.

In the past several months, there have been several items missing from the store inventory. While it is unknown whether the losses are internal or external, the store manager (judge) has asked you to review the store's current security measures and create a new loss prevention plan that will combat both internal and external theft.

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

Merchandise  
Stockroom

Break  
Room

Shoes

Register

Accessories

Male Fitting Rooms

Male  
Apparel

Female  
Apparel

Female  
Fitting

## **JUDGE'S INSTRUCTIONS**

You are to assume the role of manager of MADIGAN JUNIORS, a popular clothing store. You have asked the assistant managers (participant team) to create a loss prevention plan for the store.

MADIGAN JUNIORS is located in a large open-air shopping center. Selling both male and female fashionable apparel, MADIGAN JUNIORS is very popular among high school students. The store layout consists of female apparel on one side of the store and male apparel on the other side. The registers are located toward the back of the store, with accessories and a small shoe department nearby. Behind the registers are the doors that lead to the stockroom where merchandise is received and stored. Employee lockers and a break room are also located in this area.

Currently, MADIGAN JUNIORS does not have a solid loss prevention strategy in place. There are two security cameras located in the store that monitor shoppers, but no other cameras are in place. Customers wanting to try on clothing in the fitting rooms must first see an associate to have the door unlocked. You feel that more needs to be done to combat loss.

In the past several months, there have been several items missing from the store inventory. While it is unknown whether the losses are internal or external, you have asked the assistant managers (participant team) to review the store's current security measures and create a new loss prevention plan that will combat both internal and external theft.

The assistant managers (participant team) will present the loss prevention plan to you in a meeting to take place in your office. You will begin the meeting by greeting the assistant managers (participant team) and asking to hear their plan.

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

1. How can I be certain all employees are following this new plan?
2. Will the new loss prevention plan lower the morale of our employees?
3. How do we know if the plan is working?

Once the assistant 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.

Merchandise  
Stockroom

Break  
Room

Shoes

Register

Accessories

Male Fitting Rooms

Male  
Apparel

Female  
Apparel

Female Fitting

## **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**

<b>PERFORMANCE INDICATORS</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
1. Explain routine security precautions?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the nature of risk management?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Follow established security procedures?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Discuss the role of ethics in operations?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Explain employee's role in expense control?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Describe the use of technology in operations?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Enlist others in working toward a shared vision?	10-9	8-7	6-5-4	3-2-1-0	_____
<b>PRESENTATION</b>					
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** \_\_\_\_\_