

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

RETAIL MERCHANTISING 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. Identify the importance of product life cycles on marketing decisions.
2. Plan reductions.
3. Plan stock.
4. Determine when to buy/reorder.
5. Develop a promotional calendar.

EVENT SITUATION

You are to assume the role of director of merchandising for HALF TIME, a retail chain that sells athletic shoes and other related products. The senior vice president of the chain (judge) has asked you to determine how the chain can influence back-to-school shoppers to purchase a backpack from HALF TIME.

A recent report from NATIONAL RETAIL FEDERATION states that back-to-school shoppers' biggest splurges are fashion sneakers and backpacks. Over 70% of students will purchase a brand-new backpack this year, regardless if a new one is needed. Executives at HALF TIME are intrigued by this report; while the chain is known for the extensive inventory of fashion and athletic sneakers, it also sells backpacks.

While the back-to-school shopping season is the busiest season for HALF TIME, the focus has always been on the shoes. The stores only display 20 backpacks, all hanging from perimeter walls near the back of the store. Each HALF TIME store maintains a total inventory of 35 total backpacks, regardless of the season. HALF TIME has never promoted or featured backpacks; that attention has always been placed on the shoes, which account for the vast majority of the chain's sales.

The senior vice president (judge) wants to take advantage of back-to-school shoppers' biggest splurges and not only provide top quality athletic and fashion sneakers, but also provide and promote backpacks as well.

The senior vice president (judge) wants you to use the calendar provided to plan for the back-to-school season and HALF TIME'S effort to promote its backpacks. The senior vice president (judge) wants you to determine:

- Quantity of backpacks stores should have in inventory prior to back-to-school season, providing both number and date for inventory in stores.
- The quantity at which stores should reorder and how many backpacks should be in each reorder
- Timing of sales/reductions throughout the back-to-school season, keeping in mind that shoppers are willing to splurge on backpacks.
- Quantity of backpacks stores should maintain during off-season.

You will meet with the senior vice president (judge) to discuss backpacks in a role-play to take place in the 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 met with the senior vice president (judge) and have answered the vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

July 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Labor Day	4	5	6	7	8
9	10	11	12	13	14	15

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 HALF TIME, a retail chain that sells athletic shoes and other related products. You have asked the director of merchandising (participant) to determine how the chain can influence back-to-school shoppers to purchase a backpack from HALF TIME.

A recent report from NATIONAL RETAIL FEDERATION states that back-to-school shoppers' biggest splurges are fashion sneakers and backpacks. Over 70% of students will purchase a brand-new backpack this year, regardless if a new one is needed. Executives at HALF TIME are intrigued by this report; while the chain is known for the extensive inventory of fashion and athletic sneakers, it also sells backpacks.

While the back-to-school shopping season is the busiest season for HALF TIME, the focus has always been on the shoes. The stores only display 20 backpacks, all hanging from perimeter walls near the back of the store. Each HALF TIME store maintains a total inventory of 35 total backpacks, regardless of the season. HALF TIME has never promoted or featured backpacks; that attention has always been placed on the shoes, which account for the vast majority of the chain's sales.

You want to take advantage of back-to-school shoppers' biggest splurges and not only provide top quality athletic and fashion sneakers, but also provide and promote backpacks, as well.

You want the director of merchandising (participant) to use the calendar provided to plan for the back-to-school season and HALF TIME'S effort to promote its backpacks. You want the director of merchandising (participant) to determine:

- Quantity of backpacks stores should have in inventory prior to back-to-school season, providing both number and date for inventory in stores.
- The quantity at which stores should reorder and how many backpacks should be in each reorder
- Timing of sales/reductions throughout the back-to-school season, keeping in mind shoppers are willing to splurge on backpacks.
- Quantity of backpacks stores should maintain during off-season.

The participant will meet with you to discuss ideas in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear ideas.

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

1. Are there any other times during the year that people might purchase a new backpack?
2. What happens if stores are left with a lot of extra inventory at the end of the back-to-school season?
3. Who are our biggest competitors when it comes to backpack sales? Why?

Once the director of merchandising (participant) has discussed the backpack promotion and has answered your questions, you will conclude the role-play by thanking the director of merchandising (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.

**RETAIL MERCHANDISING SERIES, 2018**

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

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

1.	Identify the importance of product life cycles on marketing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Plan reductions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Plan stock?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine when to buy/reorder?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Develop a promotional calendar?	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