



BUYING AND MERCHANDISING MANAGEMENT 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

- Generate product ideas.
- Identify product opportunities.
- Determine services to provide customers.
- Describe factors used by marketers to position products/businesses.
- Explain the role of customer service in positioning/image.
- Explain the nature of positive customer/client relations.
- Make oral presentations.

CASE STUDY SITUATION

You are to assume the role of business partners of RBO PARTNERSHIP, an independently owned resident buying office. The owner (judge) of MAXWELL's, an upscale apparel store located in the Midwest, is considering contracting with your service business. The owner (judge) has asked you to explain the advantages a resident buying office offers retailers.

RBO PARTNERSHIP operates in the major fashion market of New York City, where it maintains offices and display areas. Currently, RBO PARTNERSHIP has branch offices in Dallas and Chicago and is expanding to several foreign countries. The resident buying office employs over 100 buyers who scout fashion markets to provide their client stores with buying assistance and market information. RBO reports on what products are available from suppliers; they select merchandise for their member retailers; and they keep member retailers informed of industry trends. On a regular basis, RBO sends information to retail clients informing them of new merchandise offerings, closeouts, fashion trends, special buys in the market, and market conditions. In addition, the resident buying office:

- Evaluates consumer behavior
- Holds product seminars for clients
- Sends out monthly news bulletins
- Sets appointments for clients with vendors
- Assists with vendor negotiations and special deals
- Provides office space and clerical help
- Places orders by request
- Arranges delivery and payment schedules
- Follows up on shipments
- Arranges merchandise adjustments and returns
- Provides promotional assistance
- Assists with international sourcing

Retailers contract with RBO for service help during market weeks, in addition to support throughout the year. RBO considers itself the "eyes and ears" for their retail clients, assisting, but not replacing, the store staff. RBO prides itself on helping small merchants with fewer resources compete in a very fluid, competitive marketplace. Although RBO works strictly for retailers, they also perform an unpaid service for manufacturers—bringing producers' merchandise to the attention of retailers with specific needs and standards.

The owner (judge) of MAXWELL's has asked your team to outline the advantages of contracting with the resident buying office RBO PARTNERSHIP. In your report, you must explain the services provided by a resident buying office; how the services provided will affect the store's profitability; and how resident buying offices can match the right merchandise with the needs of the store more efficiently than other sources.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of MAXWELL'S, an upscale, independently owned apparel store located in the Midwest. You have asked the partners (participant team) of RBO PARTNERSHIP, an independently owned resident buying office, to explain the advantages a resident buying office offers retailers.

RBO PARTNERSHIP operates in the major fashion market of New York City, where it maintains offices and display areas. Currently, RBO PARTNERSHIP has branch offices in Dallas and Chicago and is expanding to several foreign countries. The resident buying office employs over 100 buyers who scout fashion markets to provide their client stores with buying assistance and market information. RBO reports on what products are available from suppliers; they select merchandise for their member retailers; and they keep member retailers informed of industry trends. On a regular basis, RBO sends information to retail clients informing them of new merchandise offerings, closeouts, fashion trends, special buys in the market, and market conditions. In addition, the resident buying office:

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You have asked the business partners (participant team) to outline the advantages of contracting with RBO PARTNERSHIP, a resident buying office. In the presentation, the partners (participant team) must explain the services provided by a resident buying office; how the services provided will affect the store's profitability; and how resident buying offices can match the right merchandise with the needs of the store more efficiently than other sources.

The partners (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 participants and asking to hear their report.

After the partners (participant team) have completed their report, you are to ask the following questions of each participant team:

1. Why can buyers often get the lowest prices during market weeks?
2. What are several advantages of buying in the New York fashion market instead of regional markets?
3. Why must a buyer stay informed about industry trends?

Once the partners (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

BMDM-08
International Preliminary

PERFORMANCE INDICATORS DID THE PARTICIPANT:	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
	10-9	8-7	6-5-4	3-2-1-0	_____
1. Generate product ideas?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Identify product opportunities?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Determine services to provide customers?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Describe factors used by marketers to position products/businesses?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Explain the role of customer service in positioning/image?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the nature of positive customer/client relations?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Make oral presentations?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
8. Clarity of expression	Exceeds Expectations 6-5	Meets Expectations 4	Below Expectations 3-2	Little/No Value 1-0	Judged Score _____
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 _____