



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 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.
- Identify the impact of product life cycles on marketing decisions.
- Generate product ideas.
- Explain the concept of product mix.
- Explain the nature of corporate branding.
- Explain the concept of marketing strategies.



- Explain key factors in building a clientele.

CASE STUDY SITUATION

You are to assume the roles of directors of merchandising at NAVIGATE, an American motorcycle manufacturer. The CEO of the company (judge) has asked you to decide what kind of merchandise to offer that will bring customers into the shops and build the brand.

NAVIGATE has a twenty year history of being the second most popular motorcycle brand in the country. While the brand name NAVIGATE is not nearly as popular as the number one motorcycle brand in the country, sales have been steady and customer ratings soar.

NAVIGATE specializes in light and middleweight motorcycles while the number one brand specializes in heavy weight. This sole difference has divided the market; NAVIGATE's customers average age is 35 years old and the number one motorcycle brand's customers' age is 46 years old.

The number one motorcycle brand has an extremely large product mix that is wildly successful. Each showroom gives equal space to branded products such as clothing for all ages, accessories for pets, barware, grills and grilling accessories, coolers, coffee mugs, frames, jewelry, pajamas, wallets, belts, luggage and even small furniture. Customers stop into the showrooms often to purchase branded merchandise, even if not in the market for a motorcycle.

The CEO of NAVIGATE (judge) would like to add merchandise to NAVIGATE shops that will bring customers in, even if not buying a motorcycle. The CEO (judge) wants the new merchandise to build brand loyalty and the brand itself.

The CEO of NAVIGATE (judge) would like your team to determine:

- three products that NAVIGATE can sell in showrooms
- how the merchandise targets NAVIGATE customers
- ideas for marketing strategies
- how the merchandise will build brand loyalty
- how the NAVIGATE brand will be positioned with addition of merchandise

You will present your recommendations and explanations 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 recommendations and explanations 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 NAVIGATE, an American motorcycle manufacturer. You have asked the directors of merchandising (participant team) to decide what kind of merchandise to offer that will bring customers into the shops and build the brand.

NAVIGATE has a twenty year history of being the second most popular motorcycle brand in the country. While the brand name NAVIGATE is not nearly as popular as the number one motorcycle brand in the country, sales have been steady and customer ratings soar.

NAVIGATE specializes in light and middleweight motorcycles while the number one brand specializes in heavy weight. This sole difference has divided the market; NAVIGATE'S customers average age is 35 years old and the number one motorcycle brand's customers' age is 46 years old.

The number one motorcycle brand has an extremely large product mix that is wildly successful. Each showroom gives equal space to branded products such as clothing for all ages, accessories for pets, barware, grills and grilling accessories, coolers, coffee mugs, frames, jewelry, pajamas, wallets, belts, luggage and even small furniture. Customers stop into the showrooms often to purchase branded merchandise, even if not in the market for a motorcycle.

You would like to add merchandise to NAVIGATE shops that will bring customers in, even if not buying a motorcycle. You want the new merchandise to build brand loyalty and the brand itself.

You would like the directors of merchandise (participant team) to determine:

- three products that NAVIGATE can sell in showrooms
- how the merchandise targets NAVIGATE customers
- ideas for marketing strategies
- how the merchandise will build brand loyalty
- how the NAVIGATE brand will be positioned with addition of merchandise

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

1. Should we offer the products on our website?
2. Since our products are only available through us, should we price them high or low?
3. Will our shop employees need any additional training?

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 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.



**BUYING AND MERCHANDISING TEAM
DECISION MAKING, 2015**

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA
Product/Service Management

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3	4-5-6	7-8	9-10	
3.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain key factors in building a clientele?	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						