



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Channel Management

BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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.

21st CENTURY SKILLS

- Critical Thinking – Reason effective and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature and scope of channel management.
- Explain the nature of channels of distribution.
- Explain the relationship between customer service and channel management.
- Describe the use of technology in the channel management function.
- Identify factors affecting a business's profit.
- Describe factors used by businesses to position corporate brands.
- Explain the nature of corporate branding.

CASE STUDY SITUATION

You are to assume the roles of vice president of merchandising and vice president of marketing for DORM OUTFITTERS, an online retailer that manufacturers and sells merchandise specifically for college dorm rooms. The CEO of the company (judge) has asked your team to decide which national chain will have the exclusive rights to sell DORM OUTFITTERS merchandise in stores.

DORM OUTFITTERS was named one of the top fifty online retailers of 2015. The company sells bedding, towels, decorations and accessories for college dorm rooms. DORM OUTFITTERS style is modern and trendy with bold colors and designs. DORM OUTFITTERS' prices are high, but the company donates a percentage of sales to college scholarship funds, which customers appreciate.

Many retailers have taken notice of DORM OUTFITTERS's success. Retailers are competing to win the exclusive rights to sell the merchandise in stores. The CEO (judge) has narrowed the competition down to three national chains and needs your team to decide which retailer is the best choice for DORM OUTFITTERS debut in stores.

The CEO of DORM OUTFITTERS (judge) wants your team to weigh the pros and cons of each possible retailer and make a final recommendation. The CEO (judge) also wants you to decide if DORM OUTFITTERS online sales should be kept to its own website or included on the retailer's website. Below are the three retailers competing for DORM OUTFITTERS' merchandise:

Retailer 1: ROOMINGDALES – An iconic upscale department store chain with 135 locations. Stores are located in luxury shopping malls and lifestyle centers in major metropolitan areas.

Retailer 2: C.B. NICKEL – A midrange department store with over 1,000 locations. The chain has been in business for over one hundred years but has experienced a sales slump in the last decade.

Retailer 3: MARKET – The number two discount retailer in the nation. The chain has over 2,000 locations. MARKET stores sell everything including food items, apparel, automotive accessories, toys and health and beauty items.

You will present your analysis and recommendation 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 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 for DORM OUTFITTERS, an online retailer that manufacturers and sells merchandise specifically for college dorm rooms. You have asked the vice president of merchandising and vice president of marketing (participant team) to decide which national chain will have the exclusive rights to sell DORM OUTFITTERS merchandise in stores.

DORM OUTFITTERS was named one of the top fifty online retailers of 2015. The company sells bedding, towels, decorations and accessories for college dorm rooms. DORM OUTFITTERS style is modern and trendy with bold colors and designs. DORM OUTFITTERS' prices are high, but the company donates a percentage of sales to college scholarship funds, which customers appreciate.

Many retailers have taken notice of DORM OUTFITTERS's success. Retailers are competing to win the exclusive rights to sell the merchandise in stores. You have narrowed the competition down to three national chains and needs your team to decide which retailer is the best choice for DORM OUTFITTERS debut in stores.

You want the vice president of merchandising and vice president of marketing (participant team) to weigh the pros and cons of each possible retailer and make a final recommendation. You also want the vice president of merchandising and vice president of marketing (participant) to decide if DORM OUTFITTERS online sales should be kept to its own website or included on the retailer's website. Below are the three retailers competing for DORM OUTFITTERS' merchandise:

Retailer 1: ROOMINGDALES – An iconic upscale department store chain with 135 locations. Stores are located in luxury shopping malls and lifestyle centers in major metropolitan areas.

Retailer 2: C.B. NICKEL – A midrange department store with over 1,000 locations. The chain has been in business for over one hundred years but has experienced a sales slump in the last decade.

Retailer 3: MARKET – The number two discount retailer in the nation. The chain has over 2,000 locations. MARKET stores sell everything including food items, apparel, automotive accessories, toys and health and beauty items.

After the vice president of merchandising and vice president of marketing (participant team) have presented the analysis and recommendations you are to ask the following questions of each participant team:

1. Which retailer would you advise against and why?
2. How will your recommendation affect our image?
3. Is it important that we keep donating to the college scholarship fund?

Once the vice president of merchandising and vice president of marketing (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, 2016**

**JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2016**

INSTRUCTIONAL AREA
Channel Management

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

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

1.	Explain the nature and scope of channel management?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of channels of distribution?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the relationship between customer service and channel management?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe the use of technology in the channel management function?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the nature of corporate branding?	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