



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Promotion

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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Generate product ideas.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Identify communications channels used in sales promotion.
- Describe word-of-mouth channels used to communicate with targeted audience.

CASE STUDY SITUATION

You are to assume the role of the director of merchandising and the director of marketing for HOME PRO STATION, a home improvement retailer that sells tools, construction products, appliances and other needed items for building, maintaining and living in homes. The senior vice president (judge) wants your team to develop a promotion plan for an exclusive product from a longtime partner.

HOME PRO STATION has 2,300 warehouse style stores that not only sell the needed tools and merchandise for construction but also the lumber required for projects both big and small. The current customer base is 10% contractors, 35% female and 55% male.

HOME PRO STATION has sold a variety of MANLEY merchandise since the early 1980s. MANLEY is a popular brand of electrical devices, including coils, sockets, and holders, for lamps. MANLEY also produces a variety of thermoses and lunch boxes that have been popular among laborers for keeping food and beverages hot or cold.

MANLEY's redesign of the steel vacuum insulated water bottle took off in 2022. The \$45 water bottles quickly became a needed accessory for Gen Z. MANLEY bottles come in a variety of colors and are available at various retailers. In 2023, MANLEY partnered with a coffeeshop chain to sell an exclusive winter pink MANLEY bottle and it sold out of the coffeeshop's shelves in 5 minutes. In late December 2023, MANLEY partnered with a discount retailer to sell an exclusive Valentine red bottle that customers waited in line outside overnight for and sold out the style across the country in less than 20 minutes. Each store only had 25-50 of the exclusive products available for sale and no reorders. The exclusive MANLEY bottles are now reselling on auction websites for hundreds of dollars.

MANLEY's fanbase has now transitioned to older Millennial and Generation X women as Gen Z, and the spotlight, has now moved on to a new brand in the saturated water bottle market.

Executives at MANLEY's want to partner with HOME PRO STATION for an exclusive MANLEY water bottle in an attempt to bring the spotlight back to MANLEY, gain new customers and increase sales. The senior vice president of HOME PRO STATION (judge) wants your team to design an exclusive HOME PRO STATION MANLEY water bottle, then develop a promotional plan that will include the target market, marketing strategies, elements of the promotional mix and effective communications channels.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. 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 team.

4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the senior vice president for HOME PRO STATION, a home improvement retailer that sells tools, construction products, appliances and other needed items for building, maintaining and living in homes. You want the director of merchandising and the director of marketing (participant team) to develop a promotion plan for an exclusive product from a longtime partner.

HOME PRO STATION has 2,300 warehouse style stores that not only sell the needed tools and merchandise for construction, but also the lumber required for projects both big and small. The current customer base is 10% contractors, 35% female and 55% male.

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HOME PRO STATION MANLEY water bottle, then develop a promotional plan that will include the target market, marketing strategies, elements of the promotional mix and effective communications channels.

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

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

1. What are the risks involved with this exclusive product being sold at our stores?
2. Why do you think MANLEY wanted to partner with HOME PRO STATION?

Once the director of merchandising and the director of marketing (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of merchandising and the director of marketing (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

EVALUATION INSTRUCTIONS

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 demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



BUYING AND MERCHANDISING TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA: Promotion

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
6.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe word-of-mouth channels used to communicate with targeted audience?	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						