



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Product/Service Management

**RETAIL MERCHANDISING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 demonstrate the 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the nature of corporate branding.
- Plan stock.
- Identify emerging trends.
- Identify components of a retail image.
- Explain the concept of competition.

## EVENT SITUATION

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You are to assume the role of the director of merchandising for SPOOKY STORE, a chain of pop-up stores that sell Halloween related merchandise. The senior vice president (judge) wants you to recommend an additional short-term lease period that would lead to additional sales and revenue.

SPOOKY STORE has 1,500 locations across the nation that open September 1<sup>st</sup> and close on November 1<sup>st</sup> each year. SPOOKY STORE oftentimes changes locations each year due to availability of short-term leases. Each SPOOKY STORE lease begins mid-August and ends mid-November. This gives staff time to set up merchandise before the September opening and clean up and clean out the premises after the November closing. SPOOKY STORE also has a website that sells Halloween merchandise all year.

SPOOKY STORE has had tremendous success with its pop-up style format and devoting the entire store to Halloween. The senior vice president (judge) feels that there could be an opportunity for the company to secure another short-term lease to focus on an event or holiday other than Halloween.

The senior vice president (judge) wants you to recommend an additional short-term lease period that the company could employ the same strategy as SPOOKY STORE and sell only merchandise related to one season, event or holiday. The senior vice president (judge) wants you to include:

- Dates of short-term lease and dates stores will be open
- Name for the pop-up store
- Planned stock
- How the recommendation will affect the corporate brand and its retail image
- Biggest competitor

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

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the senior vice president for SPOOKY STORE, a chain of pop-up stores that sell Halloween related merchandise. You want the director of merchandising (participant) to recommend an additional short-term lease period that would lead to additional sales and revenue.

SPOOKY STORE has 1,500 locations across the nation that open September 1<sup>st</sup> and close on November 1<sup>st</sup> each year. SPOOKY STORE oftentimes changes locations each year due to availability of short-term leases. Each SPOOKY STORE lease begins mid-August and ends mid-November. This gives staff time to set up merchandise before the September opening and clean up and clean out the premises after the November closing. SPOOKY STORE also has a website that sells Halloween merchandise all year.

SPOOKY STORE has had tremendous success with its pop-up style format and devoting the entire store to Halloween. You feel that there could be an opportunity for the company to secure another short-term lease to focus on an event or holiday other than Halloween.

You want the director of merchandising (participant) to recommend an additional short-term lease period that the company could employ the same strategy as SPOOKY STORE and sell only merchandise related to one season, event or holiday. You want the director of merchandising (participant) to include:

- Dates of short-term lease and dates stores will be open
- Name for the pop-up store
- Planned stock
- How the recommendation will affect the corporate brand and its retail image
- Biggest competitor

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

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

1. Who is the primary target market for your recommended pop-up store?
2. How can we best promote the new pop-up store?

Once the director of merchandising (participant) has presented information 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.

## EVALUATION INSTRUCTIONS

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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.

### 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	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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## RETAIL MERCHANDISING SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Plan stock?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify emerging trends?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						