



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Selling

**BUYING AND MERCHANDISING  
TEAM DECISION MAKING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain the nature and scope of the selling function.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Explain the role of customer service as a component of selling relationships.
- Determine factors affecting business risk.
- Explain the concept of product mix.
- Explain the nature of corporate branding.

## CASE STUDY SITUATION

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You are to assume the roles of the director of merchandising and the director of sales for MELLOW FELLOW, a retailer that sells apparel for men. Due to recent trends, the vice president (judge) wants your team to weigh the pros and cons of adding apparel for females and make a final recommendation.

MELLOW FELLOW started as a small oceanside shop in the 1980s that sold men's shirts for skateboarding and surfing enthusiasts. The shirts featured designs, images and slogans of popular skateboarding and surfing brands and athletes and simple images of waves, boards and half pipes. Since that time, MELLOW FELLOW has grown and now has 150 locations and online sales. The apparel has expanded to also include shirts featuring popular bands and musicians. MELLOW FELLOW's primary market has remained the same, men aged 24-39 years old that are fans of surfing, skateboarding and music.

A social media influencer that is popular with young women aged 15-24 years old began posting her favorite MELLOW FELLOW looks six months ago. The influencer claims to "love the vibe" of the MELLOW FELLOW brand and is often seen wearing the shirts. The influencer's only complaint is that the apparel does not come in women's cuts and sizes. In the past six months, MELLOW FELLOW's sales have increased significantly. The stores now have more young females shopping than males.

The vice president (judge) wants to add women's apparel to MELLOW FELLOW. The vice president (judge) wants your team to weigh the pros and cons of adding women's apparel and make a final recommendation. The analysis should include business risks, sales, gaining new clientele, fads vs trends, effects on loyal clientele and corporate branding.

You will present your ideas to the vice president (judge) in a meeting to take place in the vice president's (judge's) office. The 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 vice president's (judge's) questions, the vice president (judge) will conclude the meeting 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. 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

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You are to assume the role of the vice president of MELLOW FELLOW, a retailer that sells apparel for men. Due to recent trends, you want the director of merchandising and the director of sales (participant team) to weigh the pros and cons of adding apparel for females and make a final recommendation.

MELLOW FELLOW started as a small oceanside shop in the 1980s that sold men's shirts for skateboarding and surfing enthusiasts. The shirts featured designs, images and slogans of popular skateboarding and surfing brands and athletes and simple images of waves, boards and half pipes. Since that time, MELLOW FELLOW has grown and now has 150 locations and online sales. The apparel has expanded to also include shirts featuring popular bands and musicians. MELLOW FELLOW's primary market has remained the same, men aged 24-39 years old that are fans of surfing, skateboarding and music.

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You want to add women's apparel to MELLOW FELLOW. You want the director of merchandising and the director of sales (participant team) to weigh the pros and cons of adding women's apparel and make a final recommendation. The analysis should include business risks, sales, gaining new clientele, fads vs trends, effects on loyal clientele and corporate branding.

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. If we add the merchandise, how do we promote it?
2. What are possible effects if we added the merchandise online only and not in stores?

Once the director of merchandising and the director of sales (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 sales (participant team) for the work.

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

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



## BUYING AND MERCHANDISING TEAM DECISION MAKING 2024

**JUDGE'S EVALUATION FORM**  
ASSOCIATION EVENT 2

**INSTRUCTIONAL AREA:**  
Selling

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

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the selling function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
5.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of product mix?	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	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						