



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Product/Service Management

**APPAREL AND ACCESSORIES MARKETING 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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- Identify components of a retail image.
- Explain the nature of corporate branding.
- Describe factors used by marketers to position products/services.
- Explain the use of brand names in selling.
- Determine factors affecting business risk.

## **EVENT SITUATION**

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You are to assume the role of the director of merchandising for WATERCRESS, a luxury brand of apparel and accessories. The chief operations officer (judge) wants you to identify benefits and risks associated with creating specific lines of WATERCRESS apparel for an off-price retail chain.

WATERCRESS is a well-known sophisticated luxury brand of apparel and accessories for men and women. The brand is primarily sold at high-end department stores and on the WATERCRESS website. If a department store has an overstock of inventory, returned products, out-of-season or repackaged goods that cannot be sold in stores, they will often sell it to off-price retail chains.

PJ RANDALL is a popular off-price retail store that carries a wide variety of name brand merchandise at low prices. WATERCRESS merchandise is a best seller at PJ RANDALL stores. Shoppers that typically cannot afford pricey WATERCRESS apparel can afford the WATERCRESS prices at PJ RANDALL.

The chief operations officer (judge) thinks that WATERCRESS is missing out on a great opportunity to increase sales and brand visibility. The chief operations officer (judge) wants the company to produce a separate line of WATERCRESS apparel that will be sold exclusively at PJ RANDALL stores. This new line will be produced with lower quality materials to lessen costs but will still carry the WATERCRESS label.

The chief operations officer (judge) wants you to identify benefits and risks associated with creating a separate line of WATERCRESS apparel for the off-price retail chain and how the line would be positioned and affect both WATERCRESS and PJ RANDALL.

You will present your ideas to the chief operations officer (judge) in a role-play to take place in the chief operations officer's (judge's) office. The chief operations officer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the chief operations officer's (judge's) questions, the chief operations officer (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 chief operations officer for WATERCRESS, a luxury brand of apparel and accessories. You want the director of merchandising (participant) to identify benefits and risks associated with creating specific lines of WATERCRESS apparel for an off-price retail chain.

WATERCRESS is a well-known sophisticated luxury brand of apparel and accessories for men and women. The brand is primarily sold at high-end department stores and on the WATERCRESS website. If a department store has an overstock of inventory, returned products, out-of-season or repackaged goods that cannot be sold in stores, they will often sell it to off-price retail chains.

PJ RANDALL is a popular off-price retail store that carries a wide variety of name brand merchandise at low prices. WATERCRESS merchandise is a best seller at PJ RANDALL stores. Shoppers that typically cannot afford pricey WATERCRESS apparel can afford the WATERCRESS prices at PJ RANDALL.

You think that WATERCRESS is missing out on a great opportunity to increase sales and brand visibility. You want the company to produce a separate line of WATERCRESS apparel that will be sold exclusively at PJ RANDALL stores. This new line will be produced with lower quality materials to lessen costs but will still carry the WATERCRESS label.

You want the director of merchandising (participant) to identify benefits and risks associated with creating a separate line of WATERCRESS apparel for the off-price retail chain and how the line would be positioned and affect both WATERCRESS and PJ RANDALL.

The participant 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 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. Will lower quality WATERCRESS apparel hurt our prestige apparel?
2. How will our partnership with PJ RANDALL affect our department store partners?

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.                               |



## APPAREL AND ACCESSORIES MARKETING SERIES 2024

**JUDGE'S EVALUATION FORM**  
ICDC PRELIMINARY 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.                                    | Identify components of a retail image?                            | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Explain the nature of corporate branding?                         | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Describe factors used by marketers to position products/services? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Explain the use of brand names in selling?                        | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Determine factors affecting business risk?                        | 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>                    |   |                 |                    |                    |                      |              |