



**Business Simulation Role-Play**

**EVENT**

Fashion Merchandising and Marketing

**INSTRUCTIONAL AREA**

Promotion

## **PARTICIPANT INSTRUCTIONS**

### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 30 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

### **PERFORMANCE INDICATORS**

1. Explain the nature of a promotional plan.
2. Identify the elements of the promotional mix.
3. Explain the role of promotion as a marketing function.
4. Coordinate activities in the promotional mix.
5. Explain the nature and scope of the selling process.



## EVENT SITUATION

You are to assume the role of long-term salesperson for THE MILLSTONE, an upscale men's clothing store. The store's owner (judge) has asked you to develop some promotional strategies for the store to coincide with a planned expansion.

THE MILLSTONE is a successful, upscale men's clothing store that specializes in custom-made men's suits. The retail store primarily serves middle-aged professionals who have come to trust the store's service and reliability. Your store has been extremely profitable, and the owner (judge) has decided to expand the operations and open a second store. The owner (judge) has asked you to recommend a promotional strategy that will benefit both the existing store and the new location.

The owner (judge) suggests you consider the following when developing your strategies:

- promotional theme
- target market
- market segmentation
- media
- media cost
- selling and promotional activities

You will present your promotional strategy to the storeowner (judge) in a role-play to take place in the owner's (judge's) office. The storeowner (judge) will begin the role-play by greeting you and asking to hear your promotional plan. After you have presented your information and have answered the owner's (judge's) questions, the storeowner (judge) will conclude the role-play by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

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

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

1. Procedures
2. Performance indicators
3. Event Situation
4. Judge Role-Play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

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

You are to assume the role of the owner of THE MILLSTONE, a successful upscale men's clothing store that specializes in custom-made men's suits. You have asked a long-term salesperson (participant) to develop some promotional strategies for the store to coincide with a planned expansion.

THE MILLSTONE primarily serves middle-aged professionals who have come to trust the store's service and reliability. The store has been extremely profitable, which is why you have decided to expand the operations and open a second store.

You have asked a long-term salesperson (participant) to recommend a promotional plan that will benefit both the existing store and the new location. You have suggested that the employee (participant) consider the following when developing his/her strategies:

- a promotional theme
- a target market
- market segmentation
- media
- media cost
- selling and promotional activities

The salesperson (participant) will present the promotional plan to you in a role-play to take place in your office. You will begin the role-play by greeting the salesperson (participant) and asking about the promotional plan.

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

1. How are promotional activities interrelated?
2. Why is it important to coordinate selling and promotional activities?
3. Why is it crucial to select the correct promotional media?

After the salesperson (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the salesperson (participant) for his/her work.

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

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

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 being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson 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 Demonstration	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.

**JUDGE'S EVALUATION FORM**  
**FASHION MERCHANDISING AND MARKETING**  
**SAMPLE**

**DID THE PARTICIPANT:**

**1. Explain the nature of a promotional plan?**

**Little/No Demonstration**  
**0, 1, 2, 3**

Attempts at explaining the nature of a promotional plan were inadequate or weak.

**Below Expectations**  
**4, 5, 6, 7, 8, 9**

Adequately explained the nature of a promotional plan.

**Meets Expectations**  
**10, 11, 12, 13, 14**

Effectively explained the nature of a promotional plan.

**Exceeds Expectations**  
**15, 16, 17, 18**

Very effectively explained the nature of a promotional plan.

**2. Identify the elements of the promotional mix?**

**Little/No Demonstration**  
**0, 1, 2, 3**

Attempts at identifying the elements of the promotional mix were inadequate or weak.

**Below Expectations**  
**4, 5, 6, 7, 8, 9**

Adequately identified the elements of the promotional mix.

**Meets Expectations**  
**10, 11, 12, 13, 14**

Effectively identified the elements of the promotional mix.

**Exceeds Expectations**  
**15, 16, 17, 18**

Very effectively identified the elements of the promotional mix.

**3. Explain the role of promotion as a marketing function?**

**Little/No Demonstration**  
**0, 1, 2, 3**

Attempts at explaining the role of promotion as a marketing function were inadequate or weak.

**Below Expectations**  
**4, 5, 6, 7, 8, 9**

Adequately explained the role of promotion as a marketing function.

**Meets Expectations**  
**10, 11, 12, 13, 14**

Effectively explained the role of promotion as a marketing function.

**Exceeds Expectations**  
**15, 16, 17, 18**

Very effectively explained the role of promotion as a marketing function.

**4. Coordinate activities in the promotional mix?**

**Little/No Demonstration**  
**0, 1, 2, 3**

Attempts at coordinating activities in the promotional mix were weak or incorrect.

**Below Expectations**  
**4, 5, 6, 7, 8, 9**

Adequately coordinated activities in the promotional mix.

**Meets Expectations**  
**10, 11, 12, 13, 14**

Effectively coordinated activities in the promotional mix.

**Exceeds Expectations**  
**15, 16, 17, 18**

Very effectively coordinated activities in the promotional mix.

**5. Explain the nature and scope of the selling process?**

**Little/No Demonstration**  
**0, 1, 2, 3**

Attempts at explaining the nature and scope of the selling process were inadequate or unclear.

**Below Expectations**  
**4, 5, 6, 7, 8, 9**

Adequately explained the nature and scope of the selling process.

**Meets Expectations**  
**10, 11, 12, 13, 14**

Effectively explained the nature and scope of the selling process.

**Exceeds Expectations**  
**15, 16, 17, 18**

Very effectively explained the nature and scope of the selling process.

**6. Overall impression and response to the judge's questions.**

**Little/No Demonstration**  
**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**  
**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**  
**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**  
**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

**Judge's Initials** \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_

**Tiebreaker: 4, 3, 2, 1, 5, 6**