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 channel strategies.

2. Select channels of distribution.

3. Coordinate channel management with other marketing activities.

4. Implement techniques to increase customer’s product exposure.

5. Build product/service brand.
EVENT SITUATION

You are to assume the role of vice president of merchandising at REGAL, an upscale brand of clothing and accessories. The CEO of the company (judge) has asked you to develop multichannel strategies for the new REGAL menswear line.

REGAL has been a mainstay in the fashion world for over one hundred years. The brand has represented classic sophistication and quality in women’s clothing and accessories. The REGAL brand is sold at REGAL stores located in major metropolitan areas, in upscale department stores and on the brand’s website.

For years, women have been the biggest buyers of fashion and accessories. As a result, fashion retailers have focused their merchandise and marketing attention on female shoppers. Menswear was simply a second thought. Now, studies are showing that more and more men, aged 25-34 years old are buying clothes. This age demographic out buys the younger demographic of 16-24 year old men by 65%. Also, the 25-34 year old male demographic spends more on high quality clothing and accessories.

With this growth in the menswear market, the CEO of REGAL (judge) has decided to expand the brand to include menswear. The REGAL brand feels like a good fit for the 25-34 year old male demographic that pays more for good quality. The menswear line will include professional clothing such as dress shirts, sports coats, trousers, jackets and outerwear and accessories such as ties, socks and belts.

The CEO of REGAL (judge) has asked you to create multichannel strategies for the REGAL menswear line. The CEO (judge) wants you to analyze and recommend the best channels that will target men aged 24-35 years old and which to avoid.

You will present your ideas to the CEO (judge) in a role-play to take place in the CEO’s (judge’s) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the CEO’s (judge’s) questions, the CEO (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 CEO at REGAL, an upscale brand of clothing and accessories. You have asked the vice president of merchandising (participant) to develop multichannel strategies for the new REGAL menswear line.

REGAL has been a mainstay in the fashion world for over one hundred years. The brand has represented classic sophistication and quality in women’s clothing and accessories. The REGAL brand is sold at REGAL stores located in major metropolitan areas, in upscale department stores and on the brand’s website.

For years, women have been the biggest buyers of fashion and accessories. As a result fashion retailers have focused their merchandise and marketing attention on female shoppers. Menswear was simply a second thought. Now, studies are showing that more and more men, aged 25-34 years old are buying clothes. This age demographic out buys the younger demographic of 16-24 year old men by 65%. Also, the 25-34 year old male demographic spends more on high quality clothing and accessories.

With this growth in the menswear market, you have decided to expand the brand to include menswear. The REGAL brand feels like a good fit for the 25-34 year old male demographic that pays more for good quality. The menswear line will include professional clothing such as dress shirts, sports coats, trousers, jackets and outerwear and accessories such as ties, socks and belts.
You have asked the vice president of merchandising (participant) to create multichannel strategies for the REGAL menswear line. You want the vice president (participant) to analyze and recommend the best channels that will target men aged 24-35 years old and which to avoid.

The vice president of merchandising (participant) will present the ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the vice president of merchandising (participant) and asking to hear his/her ideas.

After the vice president of merchandising (participant) has presented the ideas, you are to ask the following questions of each participant:

1. Who is our biggest competitor when it comes to menswear?
2. Aside from good quality products, what makes up our image?
3. Women buy a substantial amount of clothing for the men in their lives. Do your strategies market to women at all?

Once the vice president of merchandising (participant) has answered your questions, you will conclude the meeting by thanking him/her for the 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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Demonstration</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
FASHION MERCHANDISING AND MARKETING, 2014

JUDGE’S EVALUATION FORM
SAMPLE EVENT

INSTRUCTIONAL AREA: Channel Management

<table>
<thead>
<tr>
<th>Did the participant:</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain the nature of channel strategies?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10-11</td>
<td>12-13-14-15</td>
<td>16-17-18</td>
<td></td>
</tr>
<tr>
<td>2. Select channels of distribution?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10-11</td>
<td>12-13-14-15</td>
<td>16-17-18</td>
<td></td>
</tr>
<tr>
<td>3. Coordinate channel management with other marketing activities?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10-11</td>
<td>12-13-14-15</td>
<td>16-17-18</td>
<td></td>
</tr>
<tr>
<td>4. Implement techniques to increase customer’s product exposure?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10-11</td>
<td>12-13-14-15</td>
<td>16-17-18</td>
<td></td>
</tr>
<tr>
<td>5. Build product/service brand?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10-11</td>
<td>12-13-14-15</td>
<td>16-17-18</td>
<td></td>
</tr>
<tr>
<td>6. Overall impression and response to judge’s questions</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL SCORE