



**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 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**

- 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**

1. Explain the importance of merchandising to retailers.
2. Identify emerging trends.
3. Generate product ideas.
4. Identify the impact of product life cycles on marketing decisions.
5. Explain the concept of market and market identification.

## **EVENT SITUATION**

You are to assume the role of director of merchandising for BULLSEYE, the second largest discount store retailer. The senior vice president (judge) has asked you to generate two product ideas for the retailer's private label that will attract teenage shoppers.

BULLSEYE may not be the largest or most profitable big-box discount retail chain, but it is considered trendier and more sophisticated than the leader by far. BULLSEYE executives have carefully selected the brands and products it sells to craft interesting, stylish and affordable merchandise.

For over five years, BULLSEYE merchandisers have focused on Millennials, making certain the products and brands the retailer offers are exactly the type Millennials prefer. With that demographic now having children and purchasing homes, BULLSEYE focused its attention on the baby department and home goods departments. The focused attention was a success and Millennials have reported that BULLSEYE products best fit their style and budget.

The next market that BULLSEYE would like to target are members of Generation Z that are currently in high school. Teenagers often have income earned from part-time jobs or from allowances and are eager to purchase fun items for themselves.

It was reported that technology is the number one teen accessory. The senior vice president (judge) wants the retailer to use this information to get more teenagers into BULLSEYE stores. The senior vice president (judge) wants you to generate two product ideas, targeted at teens that consider technology to be an accessory, that the retailer can brand that will attract teenagers into BULLSEYE stores.

You will present your product ideas with 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 your 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'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. 21<sup>st</sup> Century Skills and 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 senior vice president for BULLSEYE, the second largest discount store retailer. You have asked the director of merchandising (participant) to generate two product ideas for the retailer's private label that will attract teenage shoppers.

BULLSEYE may not be the largest or most profitable big-box discount retail chain, but it is considered trendier and more sophisticated than the leader by far. BULLSEYE executives have carefully selected the brands and products it sells to craft interesting, stylish and affordable merchandise.

For over five years, BULLSEYE merchandisers have focused on Millennials, making certain the products and brands the retailer offers are exactly the type Millennials prefer. With that demographic now having children and purchasing homes, BULLSEYE focused its attention on the baby department and home goods departments. The focused attention was a success and Millennials have reported that BULLSEYE products best fit their style and budget.

The next market that BULLSEYE would like to target are members of Generation Z that are currently in high school. Teenagers often have income earned from part-time jobs or from allowances and are eager to purchase fun items for themselves.

It was reported that technology is the number one teen accessory. You want the retailer to use this information to get more teenagers into BULLSEYE stores. You want the director of merchandising (participant) to generate two product ideas, targeted at teens that consider

technology to be an accessory, that the retailer can brand that will attract teenagers into BULLSEYE stores.

The participant will present ideas 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. How can spending habits of teenagers affect our product line and profitability now and in the future?
2. Would your product suggestions be attractive to other demographics?
3. What is the best way to promote your suggested product lines to teenagers?

Once the director of merchandising (participant) has presented product ideas 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.

## 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.

### 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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, 2019**

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

**JUDGE'S EVALUATION FORM**  
SAMPLE

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify emerging trends?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of market and market identification?	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>						