



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Operations

FASHION MERCHANDISING AND MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific 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).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain the nature and scope of distribution.
2. Manage markdown process.
3. Establish system for processing dead/excess merchandise.
4. Select pricing strategies.
5. Explain the concept of marketing strategies.

CASE STUDY SITUATION

You are the regional manager for MAP, a clothing and accessories retailer. MAP has over 2,000 store locations and sells moderately priced apparel and accessories for both men and women. MAP was at the peak of its success in the mid-1990s, offering fashionable and trendy khaki pants and solid-color cotton t-shirts. Since that time, the retailer has struggled to reach the same popularity and profitability.

In recent years, MAP has downsized its inventory in an attempt to revive the basic clothing items that made it popular. MAP offers good quality casual and professional wear, active wear, shoes and seasonal accessories. The higher quality clothing means that the company does not allow for “fast fashion”; new inventory only arrives once a month.

May 1st was scheduled to be the launch of brand-new summer inventory for all MAP stores. Store managers are eager to receive the new inventory because an operational issue disrupted the spring product assortment. The issue caused MAP stores to receive too much of certain spring inventory items and too little of other items. Currently, MAP stores are still overwhelmed with spring inventory that has not sold.

Another operational issue has caused the May 1st summer inventory launch to be delayed by two weeks. MAP stores will receive a partial shipment of new inventory, to include shoes and accessories, but will not receive any new apparel items until May 15th.

YOUR CHALLENGE

The director of operations has given regional managers control over how their stores handle the excess spring inventory. The director wants the regional managers to develop a two-week pricing strategy that will reduce the excess inventory and bring people into the store. The excess inventory has only had one price reduction: a 10% price reduction that has been in effect for four days.

You must determine the pricing strategy on excess inventory for the two weeks leading up to the arrival of summer inventory, determine an appropriate and appealing marketing strategy to bring people into the stores and increase sales during that time, and decide whether or not to launch the summer shoes and accessories on May 1st or May 15th.

You will present the plan to one of your store managers in a meeting to take place in the store manager’s office. The store manager may be accompanied by additional employees from the store.



FASHION MERCHANDISING AND MARKETING, 2019 Participant: _____

JUDGE'S EVALUATION FORM
Sample Event

I.D. Number: _____

INSTRUCTIONAL AREA
Operations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Manage markdown process?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Establish system for processing dead/excess merchandise?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Select pricing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						