



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Economics

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 concept of competition.
2. Identify factors affecting a business's profit.
3. Determine factors affecting business risk.
4. Identify components of a retail image.
5. Explain the importance of merchandising to retailers.

CASE STUDY SITUATION

You are the director of merchandising for INFINITY DESIGNS, a chain of fashion boutiques that sells apparel for women. INFINITY DESIGNS has 100 physical store locations in luxury shopping malls across the country. Merchandise sold in stores ranges from casual to formal, in women's size 00 to size 14. While the chain does maintain a website featuring samples of merchandise found in stores and a directory of locations, no online sales are permitted at this time.

The main clientele of INFINITY DESIGNS are upper-class women that live in metropolitan areas where the stores are located. The secondary market consists of young women looking for a special occasion outfit. The secondary market consists of middle-class women that may live up to 100 miles from an INFINITY DESIGNS location.

The main competitors of INFINITY DESIGNS are upscale department stores and other high-end fashion boutiques. While competitors may have somewhat similar merchandise for sale, the brand Infinity Design has an exclusive image, demonstrating luxury and high quality.

The senior vice president wants to expand the product line at INFINITY DESIGNS. The hope is that adding to the brand will create a greater demand to revisit stores or encourage new clientele to visit a store for the first time.

YOUR CHALLENGE

Executives at INFINITY DESIGNS have three ideas for the product line extension. The senior vice president wants you to analyze each of the ideas, present the pros and cons of each product line, identify the competition for each and make a final recommendation.

Product line extension idea 1: Beauty/Cosmetics – a line of skincare and makeup products for varying skin types

Product line extension idea 2: Plus-size apparel – adding extended sizes to the women's apparel to include size 16 – size 22

Product line extension idea 3: Shoes – fashionable heels, flats and boots sold to accompany apparel as a complete outfit

You will present your analysis and recommendation to the senior vice president in a meeting to take place in the senior vice president's office. The senior vice president may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



**FASHION MERCHANDISING AND MARKETING,
2018**

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA
Economics

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of competition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify components of a retail image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the importance of merchandising to retailers?	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						