



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Product/Service Management

## **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 business ethics in product/service management.
2. Identify components of a retail image.
3. Determine width and depth of assortment strategy.
4. Explain the relationship between customer service and distribution.
5. Determine factors affecting business risk.

## CASE STUDY SITUATION

You are the director of merchandising for the women's apparel department at WOODS DEPARTMENT STORES, a chain with 300 physical store locations. WOODS is a moderately priced department store and its physical store locations are set in shopping malls in major metropolitan areas. WOODS has a comprehensive website that offers the majority of its products to consumers that do not live near a physical store location.

WOODS' first location was in New York City in 1940. At that time, WOODS was considered the height of luxury and was one of the only department stores that offered both fine and casual apparel for women. Woods marketed to the affluent and merchandise prices reflected that. As the years went by, WOODS widened its merchandise assortment to include apparel for children, outerwear, and kitchenware. WOODS opened up the majority of its current locations in the late 1980s as shopping malls became popular. During that time, the merchandise assortment expanded to include more affordable brands.

Currently, sales in the women's apparel department at all WOODS stores have become sluggish. Executives feel that WOODS has strayed too far from its upscale roots, but at the same time does not offer affordable apparel options. In an attempt to redefine its image and gain new shoppers, executives are considering adding a once popular product line that the company eliminated in 1985. Executives are considering adding fur products to women's apparel.

From 1940 to 1980, fur products were a staple in every WOODS location. Each section of the women's apparel department had a boutique space set up for fur products, including fur stoles, scarves, jackets, coats, hats and gloves. Designated employees in the fur boutique were well-trained to help fit women into furs and help with tailoring. The fur products were considered luxury items, and priced as such. That elegance quickly ended with the rise of animal activists that demanded that fur products were unethical and should not be sold. To avoid controversy, WOODS quickly and quietly eliminated the entire fur product line.

The senior vice president feels that fur is making a comeback. Several young celebrities have been photographed wearing fur products and Millennials are interested in the products. The senior vice president has found a reputable brand has assured that the fur product manufacturers follow all fur production and labeling requirements and only use federally acceptable animal furs in products. The senior vice president feels the addition of fur coats, jackets, capes, hats and gloves would increase sales in women's apparel and gain new clientele.

## YOUR CHALLENGE

The senior vice president wants you to determine how WOODS can once again offer fur products to female clientele in a setting that has not sold fur products in almost 40 years. The senior vice president wants you to analyze the following:

- Appropriate width and depth of initial product assortment
- Benefits of selling in stores verses selling online only
- Possible business risks associated with selling fur products
- Effects of selling fur products on WOODS' image

You will present your ideas to one or more executives in a meeting to take place in your office.

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



**FASHION MERCHANDISING AND MARKETING,  
2018**

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

**JUDGE'S EVALUATION FORM**  
ICDC Final

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

**INSTRUCTIONAL AREA**  
Product/Service Management

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
--	-----------------	--------------------	--------------------	----------------------	--------------

**PERFORMANCE INDICATORS**

1.	Explain business ethics in product/service management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify components of a retail image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine width and depth of assortment strategy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the relationship between customer service and distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine factors affecting business risk?	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**