



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling

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 selling process.
2. Explain the use of brand names in selling.
3. Provide information about incoming merchandise to sales staff.
4. Develop strategies to position products/services.
5. Determine ways of reinforcing the company's image through employee performance.

CASE STUDY SITUATION

You are the director of merchandising for APPEAL, a chain of retailers that sells apparel to both children and young adults. Each of the 300 APPEAL store locations has enough square footage to give the appearance of two separate stores: one selling children's apparel and one selling young adult apparel. Although, it is one large store that is connected, APPEAL offers two different store front entrances.

Since APPEAL first opened for business in 1999, the clothing and accessories offered have been considered upscale casual wear. The merchandise ranges from jeans, t-shirts, sweatshirts and shorts to skirts, dresses, blouses and dress pants. The APPEAL brand is known for trendy patterns and styles. The brand also uses high-quality materials in manufacturing merchandise, which results in higher-priced items and an upscale image.

The young adult side of each APPEAL store has a layout featuring female apparel on the left-hand side and male apparel on the right-hand side. The middle of the store features accessories and the back of the store houses the clearance items. The children's side of APPEAL stores is similarly set up with girls' clothing on the left and boys' clothing on the right; however, the middle of the store features toddler sizes and the back houses infant size apparel.

APPEAL will soon begin marketing its new brand of apparel named *All*. *All* merchandise is a unisex clothing line. *All* branded merchandise will include t-shirts, sweatshirts, jackets and hoodies in a variety of colors and sizes, marketed to both males and females. Executives at APPEAL feel that the *All* branded merchandise gives both male and female customers choices based on personal preference, rather than on gender stereotypes. The *All* branded merchandise will be in both the children's section and the young adult section of APPEAL stores, beginning with the back-to-school season.

YOUR CHALLENGE

The director of sales wants you to meet with regional sales directors to discuss the new *All* branded merchandise. The director wants you to introduce the new brand and discuss the following:

- How regional sales directors can introduce and position the new *All* branded merchandise to each store manager
- Ideas for *All* merchandise placement within APPEAL stores
- Methods store employees can use to introduce *All* merchandise to shoppers first entering the store
- Ways store employees can use suggestive selling with the *All* branded merchandise

You will present your ideas to one or more regional sales directors 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 Preliminary

I.D. Number: _____

INSTRUCTIONAL AREA
Selling

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the selling process?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the use of brand names in selling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Provide information about incoming merchandise to sales staff?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine ways of reinforcing the company's image through employee performance?	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						