



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Channel 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

- Explain the nature and scope of the channel management function.
- Select channels of distribution.
- Coordinate channel management with other marketing activities.
- Explain the relationship between customer service and distribution.
- Determine factors affecting business risk.

CASE STUDY SITUATION

You are the director of merchandising for MATTE, an upscale children's clothing store. MATTE specializes in high quality apparel for school aged children. MATTE has marketed itself as a boutique store since it began in 2000. The 100 physical stores are all located in high-end shopping malls, all in major metropolitan areas or their suburbs. MATTE also has a successful website that sells store merchandise and online exclusives to shoppers around the nation.

Like other apparel retailers, back to school has always been the busiest and most successful sales season for MATTE. The boutique offers a wide variety of complete outfits for both boys and girls including shoes, belts, jewelry, and other accessories. Parents that are fans of MATTE, most often mothers, have spent thousands of dollars for back to school clothing in years past. Unfortunately, back to school sales have been declining the last several years.

Upwards of 40% of the nation's public schools and preschools now require students to wear uniforms. Additionally, the majority of private schools require student uniforms. Executives at MATTE feel that the growing uniform requirement is partially to blame for sluggish back to school sales. Young people do not need to purchase a large amount of back to school clothing if schools require uniforms.

School uniforms are available at a wide variety of retailers. Discount retailers, department stores, and specialty apparel stores are offering uniform shorts, pants, skirts, and shirts for both boys and girls in a variety of sizes. The quality and price of uniform pieces depends on the retailer, but most are reasonably priced for value.

YOUR CHALLENGE

The CEO of MATTE is considering adding uniforms to MATTE stores and online. The CEO feels that the addition of uniforms would allow MATTE to once again be a competitor in the back to school shopping market.

Before making a final decision, the CEO wants you to analyze the benefits and possible consequences of adding uniforms to the inventory. The CEO wants you to analyze:

- How the addition of uniforms would affect the MATTE brand/image
- Risks/Benefits of adding uniforms to all MATTE stores
- Risks/Benefits of adding uniforms only to MATTE website for online sales
- Risks/Benefits of not adding uniforms at all
- Methods to market the uniforms during back to school season
- Final recommendation

EVALUATION INSTRUCTIONS

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 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 director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**FASHION MERCHANDISING AND MARKETING
2020**

JUDGE'S EVALUATION FORM

Association Event 1

Participant: _____

INSTRUCTIONAL AREA

Channel Management

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of channel management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Select channels of distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Coordinate channel management with other marketing activities?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						