



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

APPAREL AND ACCESSORIES MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the product/service management function.
- Identify the impact of product life cycles on marketing decisions.
- Describe factors used by marketers to position products/services.
- Explain storing considerations.
- Plan reductions.

EVENT SITUATION

You are to assume the role of the general manager of UPFRONT, an independently owned small business that sells unique clothing for women. The owner of the store (judge) has given you two options for excess inventory and wants you to analyze each and make a final decision.

The women's apparel store, UPFRONT, is located in an upper-class suburb of a major city. You opened the store in 2018 with a vision of selling both casual and dressy apparel to women that live in the area. Your merchandise changes each month and tends to be priced slightly higher than other women's apparel stores in the area. UPFRONT has a clearance rack in the back of the store that sells the past months' merchandise at clearance prices.

Due to a worldwide pandemic, UPFRONT closed its doors on March 13, which was also the same day the store received a brand-new shipment of merchandise that was to be debuted in April. The general manager (judge) was able to cancel the shipment of new inventory that was to be debuted in May. New inventory will soon be delivered that will debut when UPFRONT reopens for business on June 1.

The owner (judge) is unsure what to do with the excess inventory that has been stored at UPFRONT during the worldwide pandemic. Not only is the brand-new merchandise that was to be debuted in April still in boxes, but the store is full of merchandise that was on display in early March.

The owner (judge) feels there are two options for the excess inventory; either store it and debut it next spring or reduce the price and expand the clearance area to include an entire section of the store rather than one rack.

The owner (judge) wants you to analyze both options, explaining how each option would work, and then give a final recommendation that is best for UPFRONT and its customers.

You will present your analysis to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of UPFRONT, an independently owned small business that sells unique clothing for women. You have given the general manager of the store (participant) two options for excess inventory and want the general manager (participant) to analyze each and make a final decision.

The women's apparel store, UPFRONT, is located in an upper-class suburb of a major city. You opened the store in 2018 with a vision of selling both casual and dressy apparel to women that live in the area. Your merchandise changes each month and tends to be priced slightly higher than other women's apparel stores in the area. UPFRONT has a clearance rack in the back of the store that sells the past months' merchandise at clearance prices.

Due to a worldwide pandemic, UPFRONT closed its doors on March 13, which was also the same day the store received a brand-new shipment of merchandise that was to be debuted in April. You were able to cancel the shipment of new inventory that was to be debuted in May. New inventory will soon be delivered that will debut when UPFRONT reopens for business on June 1.

You are unsure what to do with the excess inventory that has been stored at UPFRONT during the worldwide pandemic. Not only is the brand-new merchandise that was to be debuted in April still in boxes, but the store is full of merchandise that was on display in early March.

You feel there are two options for the excess inventory; either store it and debut it next spring or reduce the price and expand the clearance area to include an entire section of the store rather than one rack.

You want the general manager (participant) to analyze both options, explaining how each option would work, and then give a final recommendation that is best for UPFRONT and its customers.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Can you think of any other options besides the two I gave you?
2. How does expanding the clearance section affect our image?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.



**APPAREL AND ACCESSORIES MARKETING SERIES
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Product/Service 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 the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain storing considerations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Plan reductions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						