



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

- Implement techniques to increase customer's product exposure.
- Describe the nature of product bundling.
- Plan product mix.
- Develop strategies to position products/services.
- Explain factors affecting pricing decisions.

CASE STUDY SITUATION

You are the director of marketing for HIM&HER, an apparel company that markets premium casualwear and professional attire for males and females. HIM&HER has over 500 physical store locations in the United States and 40 locations in Canada. The apparel chain is known for high quality apparel and accessories and tends to market to middle-class to upper middle-class clientele.

HIM&HER also sells its products through the company website. The website is able to reach a larger audience than the 540 physical stores, so marketing executives have ensured that the website demonstrates high quality photographs and descriptions of all HIM&HER products. With close to 1,000 products available on the website, most customers do not have the time or interest to page through all product photographs. Customers tend to scroll through a narrowed search of products, resulting in the majority of HIM&HER merchandise not in the narrowed search and unseen.

The director of operations wants to begin a new endeavor that will allow more customers to have access to HIM&HER merchandise. The director of operations wants to create a HIM&HER apparel rental service that will allow customers to pick and choose apparel and accessories from the company website to wear for a period of time and then return.

YOUR CHALLENGE

The director of operations has asked you to create the HIM&HER apparel and accessories rental program for both men's and women's attire. You must determine the following and present the program to the director of operations:

- Name of HIM&HER rental service
- Length of rental period
- Mix of products to include in a rental
- Cost to customer and proposed pricing term (individual charge per rental, monthly charge for unlimited rentals, etc.)
- Rental items chosen by customer vs chosen by HIM&HER stylist

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
2021**

JUDGE'S EVALUATION FORM
Association Event 1

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.	Implement techniques to increase customer's product exposure?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe the nature of product bundling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Plan product mix?	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.	Explain factors affecting pricing decisions?	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						