



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Product/Service Management

# **BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, 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). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> 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.

## **21<sup>st</sup> CENTURY SKILLS**

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

## **PERFORMANCE INDICATORS**

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- Explain the nature and scope of the product/service management function.
- Identify the impact of product life cycles on marketing decisions.
- Explain the concept of product mix.
- Identify product opportunities.
- Describe factors used by businesses to position corporate brands.
- Explain the concept of market and market identification.
- Explain factors that influence customer/client/business buying behavior.

## CASE STUDY SITUATION

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You are to assume the roles of the director of branding and director of merchandising for PAYTON'S, a chain of department stores with 500 locations. The vice president (judge) wants you to recommend a new department to add to PAYTON'S stores and identify the product opportunities that will attract a specific market.

PAYTON'S is a well-known and respected department store chain that has been in business for over 150 years. PAYTON'S stores are considered to be at the high-end of the middle tier of department stores, although some PAYTON'S locations in large metropolitan areas carry upscale collections.

Currently, PAYTON'S stores all have the following departments: clothing, footwear, accessories, jewelry, cosmetics, housewares, bedding, small furniture and seasonal. In the past, PAYTON'S had entire departments devoted to fine china and luxury fur, but as the times changed, those departments were removed.

PAYTON'S main customer base has always been women. While men do shop at PAYTON'S, the majority of customers making purchases inside PAYTON'S stores are female. One noted change is the age of the main customer base. For decades, young women aged 24-39 were the main customer base, however since the 2000s this has changed and older women, aged 45-65 are now the main customers.

Executives at PAYTON'S want to gain new shoppers under the age of 40 years old. Specifically, executives want to attract a key demographic, the "millennial moms." This market is trendy, has money and likes the concept of one-stop-shopping, which PAYTON'S can deliver. In an attempt to gain more "millennial moms" as PAYTON'S customers, the vice president (judge) wants to add another department to all PAYTON'S stores. The following are being considered as new department options:

- Pet
- Wellness
- Toys
- Home Décor
- Hair and Nail Products
- Gourmet Foods

The vice president (judge) wants you to choose a department that will best attract more "millennial moms" to PAYTON'S stores. The vice president (judge) also wants you to identify specific product opportunities for the department you choose, explain how your recommendation will attract new shoppers under the age of 40 years old and how your choice will affect the corporate brand.

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge 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 team.

4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the role of the vice president for PAYTON'S, a chain of department stores with 500 locations. You want the director of branding and the director of merchandising (participant team) to recommend a new department to add to PAYTON'S stores and identify the product opportunities that will attract a specific market.

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Executives at PAYTON'S want to gain new shoppers under the age of 40 years old. Specifically, executives want to attract a key demographic, the "millennial moms." This market is trendy, has money and likes the concept of one-stop-shopping, which PAYTON'S can deliver. In an attempt to gain more "millennial moms" as PAYTON'S customers, you want to add another department to all PAYTON'S stores. The following are being considered as new department options:

- Pet
- Wellness
- Toys
- Home Décor
- Hair and Nail Products
- Gourmet Foods

You want the director of branding and the director of merchandising (participant team) to choose a department that will best attract more “millennial moms” to PAYTON’S stores. You also want the director of branding and the director of merchandising (participant team) to identify specific product opportunities for the department chosen, explain how the recommendation will attract new shoppers under the age of 40 years old and how their choice will affect the corporate brand.

The participant team 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 team and asking to hear about their ideas.

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

1. Which department do you think is the worst choice and why?
2. How should we introduce the new department to the public?

Once the director of branding and the director of merchandising (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of branding and the director of merchandising (participant team) for the work.

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

## EVALUATION INSTRUCTIONS

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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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participants 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	Participants 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 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants 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 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUYING AND MERCHANDISING TEAM DECISION MAKING 2022

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Product/Service Management

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

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify the impact of product life cycles on marketing decisions?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify product opportunities?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						