



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Operations

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 distribution.
- Explain the relationship between customer service and distribution.
- Explain distribution issues and trends.
- Explain the concept of product mix.
- Explain the importance of merchandising to retailers.

EVENT SITUATION

You are to assume the role of the merchandising manager for HOT SHOT, an apparel chain that targets Gen Z and young Millennial females. The vice president (judge) wants you to choose a distribution plan for a new product line.

HOT SHOT features fashion targeted to the female, 16–25-year-old demographic. The clothing sold at the 300 HOT SHOT stores and online are casual, fun and trendy. HOT SHOT'S merchandise is traditionally sized, starting at size 0 with size 14 being the largest size.

Executives at HOT SHOT have decided to expand the product mix to include plus-sized apparel. Executives have decided to add sizes 16, 18, 20, 22 and 24 to the mix to attract new clientele. The vice president (judge) is excited for this opportunity to include more of the population but is unsure if the new plus-sized merchandise will be successful.

The vice president (judge) wants you to determine if the new plus-sized HOT SHOT merchandise should be introduced online only, at all 300 HOT SHOT store locations, debut at a limited number of HOT SHOT locations or an alternative. The vice president (judge) wants you to explain the distribution plan you have selected and its benefit over the other choices.

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president (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 vice president at HOT SHOT, an apparel chain that targets Gen Z and young Millennial females. You want the merchandising manager (participant) to choose a distribution plan for a new product line.

HOT SHOT features fashion targeted to the female 16–25-year-old demographic. The clothing sold at the 300 HOT SHOT stores and online are casual, fun and trendy. HOT SHOT’S merchandise is traditionally sized, starting at size 0 with size 14 being the largest size.

Executives at HOT SHOT have decided to expand the product mix to include plus-sized apparel. Executives have decided to add sizes 16, 18, 20, 22 and 24 to the mix to attract new clientele. You are excited for this opportunity to include more of the population but are unsure if the new plus-sized merchandise will be successful.

You want the merchandising manager (participant) to determine if the new plus-sized HOT SHOT merchandise should be introduced online only, at all 300 HOT SHOT store locations, debut at a limited number of HOT SHOT locations or an alternative. You want the merchandising manager (participant) to explain the distribution plan selected its benefit over the other choices.

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. How can each HOT SHOT store promote the new plus-size options?
2. How will plus-sized shoppers find out we are now offering plus-sized apparel?

Once the merchandising manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the merchandising 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
2023**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Operations

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 distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the relationship between customer service and distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain distribution issues and trends?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the importance of merchandising to retailers?	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						