



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

APPAREL AND ACCESSORIES MARKETING SERIES 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 role-play your situation with a judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all your notes and event materials when you have completed the role-play.

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

1. Explain the importance of merchandising to retailers.
2. Analyze competitors' offerings.
3. Generate product ideas.
4. Explain the concept of product mix.
5. Describe factors used by businesses to position corporate brands.

EVENT SITUATION

You are to assume the role of director of brand management for PINKY SWEAR, a national chain that sells apparel and accessories to females ages 5-15 years old. The senior vice president (judge) wants your input as the company introduces a sister brand that will target boys of the same age.

PINKY SWEAR has over 800 locations across the nation, all in shopping malls. The retailer sells clothing, sleepwear, swimwear, shoes, personal care products, accessories and lifestyle items to young girls, often referred to as tweens. The company has had great success in marketing items that appeal to all types of tween girls; not just focusing on stereotypical pink and glittery items, but sporty and active apparel as well. Each PINKY SWEAR location is bright with pink and neon accents with a large chandelier hanging over the cashier station. Loud pop music plays throughout the store and a pink carpet leads shoppers from the fitting rooms to a large mirror.

While clothing and shoes make up for 87% of PINKY SWEAR'S sales, both online and in stores, the other 13% of sales are from a range of accessories. At PINKY SWEAR accessories mean more than traditional accessories such as jewelry, belts and hair style products; accessories include stickers, pillows, bedroom decorations, make up, perfume, posters, fashion bags, scarves and water bottles. Most of the PINKY SWEAR accessories are shades of pink and highlight the brand logo.

Executives at PINKY SWEAR are interested in expanding the brand to reach a larger market. The idea of opening a chain of apparel and accessories stores like PINKY SWEAR, but aimed at boys has been suggested. Executives are excited about reaching an all new demographic in boys age 5-15 years old throughout the nation.

The senior vice president (judge) has asked you to develop the sister brand chain that will sell apparel and accessories to tween boys. Specifically, the senior vice president (judge) wants you to determine the following:

- A name for the sister brand store
- Additional products to offer the target market besides apparel
- Identify a competitor and its brand offerings
- Ideas for the feel of the store; décor, ambience, etc.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for PINKY SWEAR, a national chain that sells apparel and accessories to females ages 5-15 years old. You want the director of brand management's (participant's) input as the company introduces a sister brand that will target boys of the same age.

PINKY SWEAR has over 800 locations across the nation, all in shopping malls. The retailer sells clothing, sleepwear, swimwear, shoes, personal care products, accessories and lifestyle items to young girls, often referred to as tweens. The company has had great success in marketing items that appeal to all types of tween girls; not just focusing on stereotypical pink and glittery items, but sporty and active apparel as well. Each PINKY SWEAR location is bright with pink and neon accents with a large chandelier hanging over the cashier station. Loud pop music plays throughout the store and a pink carpet leads shoppers from the fitting rooms to a large mirror.

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Executives at PINKY SWEAR are interested in expanding the brand to reach a larger market. The idea of opening a chain of apparel and accessories stores like PINKY SWEAR, but aimed at boys

has been suggested. Executives are excited about reaching an all new demographic in boys age 5-15 years old throughout the nation.

You have asked the director of brand management (participant) to develop the sister brand chain that will sell apparel and accessories to tween boys. Specifically, you want the director of brand management (participant) to determine the following:

- A name for the sister brand store
- Additional products to offer the target market besides apparel
- Identify a competitor and its brand offerings
- Ideas for the feel of the store; décor, ambience, etc.

The participant will present ideas 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. What's the best way to promote the new sister brand?
2. Do you think we should launch online and physical store locations at the same time?
3. Why is a store aimed at tween boys a bigger risk than a store aimed at tween girls?

Once the director of brand management (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of brand management (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



APPAREL AND ACCESSORIES MARKETING SERIES, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Analyze competitors' offerings?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Generate product ideas?	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.	Describe factors used by businesses to position corporate brands?	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						