



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Economics

BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Explain the nature of business ethics.
- Recognize and respond to ethical dilemmas.
- Describe factors used by businesses to position corporate brands.
- Discuss motivational theories that impact buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the director of product management and the vice president of sales for BURLEY STEEL, a company that produces food and beverage containers. The senior vice president (judge) wants your team to analyze the launch of several new collaborations and make a recommendation.

BURLEY STEEL has produced a large assortment of merchandise the last 20 years. However, in late 2019 BURLEY STEEL launched its most popular product – a line of 40-ounce water bottles simply known as *Burley*. *Burley* was launched during the rise in popularity of reusable water bottles among tweens, teens and young adults. In the last five years, several major brands of water bottles have become popular, saturating the market with new brands, styles, colors and collaborations.

BURLEY STEEL's *Burly* quickly became one of the most popular brands of reusable water bottles and collaborations with various companies followed. Popular musicians, athletes, movies, coffeeshops and national retailers soon collaborated to create unique *Burley* bottles available in limited quantities. Because these specialty *Burley* products sold out so quickly, BURLEY STEEL created a website for pre-orders. BURLEY STEEL is excited to launch four more *Burley* collections in 2025, with each collection showcasing three new designs.

With the market saturated with reusable water bottle brands and the launch of many collaborations and collections, it is common for individuals to have more than one reusable water bottle and more than one *Burley*.

Recently, a new TikTok trend has emerged stressing the importance of underconsumption. Rather than showcasing hauls of new merchandise, underconsumption videos highlight long-owned purchases with a focus on environmental concerns. Reusable water bottles are often the focus of underconsumption videos because they were created for the purpose of less waste and sustainability, but the trend of purchasing more than one or two defeats the purpose and adds to the landfills. TikTok videos beg consumers to use what they already own and not buy more.

The senior vice president (judge) wants your team to analyze the upcoming launch of 12 new *Burley* water bottles. The senior vice president (judge) wants your team to analyze both the economic and ethical implications of the 2025 launch and make a final recommendation on if the company should proceed.

You will present your analysis and recommendation to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior 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 senior vice president's (judge's) questions, the senior vice president (judge) will conclude the meeting 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. 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

You are to assume the role of the senior vice president for BURLEY STEEL, a company that produces food and beverage containers. You want the director of product management and the vice president of sales (participant team) to analyze the launch of several new collaborations and make a recommendation.

BURLEY STEEL has produced a large assortment of merchandise the last 20 years. However, in late 2019 BURLEY STEEL launched its most popular product – a line of 40-ounce water bottles simply known as *Burley*. *Burley* was launched during the rise in popularity of reusable water bottles among tweens, teens and young adults. In the last five years, several major brands of water bottles have become popular, saturating the market with new brands, styles, colors and collaborations.

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You want the director of product management and the vice president of sales (participant team) to analyze the upcoming launch of 12 new *Burley* water bottles. You want the director of product management and the vice president of sales (participant team) to analyze both the economic and ethical implications of the 2025 launch and make a final recommendation on if the company should proceed.

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. Why do businesses have to care about the environment if consumers keep purchasing products?
2. Do you think underconsumption is simply a fad?

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

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

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. 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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



BUYING AND MERCHANDISING TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Economics

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6	7-8	9-10	
2.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of competition?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
5.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21 st CENTURY SKILLS						
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	
TOTAL SCORE						