



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling

RETAIL MERCHANDISING 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 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 the selling function.
- Explain the use of brand names in selling.
- Explain key factors in building a clientele.
- Determine factors affecting business risk.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the director of merchandising for CONTAIN IT, a retail chain specializing in storage and organization products. The director of operations (judge) wants you to analyze a possible partnership and provide sales feedback.

CONTAIN IT has many competitors including big-box retail chains and online retailers; however, its largest physical store competitor was BEYOND THE ROOM. At its peak, BEYOND THE ROOM had over 1,000 physical store locations and was the number one specialty retailer for wedding registries. The stores featured merchandise for all rooms of the home. BEYOND THE ROOM closed all stores after going out of business last year and only maintains an e-commerce presence.

CONTAIN IT has only 100 physical store locations but a popular online presence. The store merchandise focuses on storage and organization products for all rooms of the house and garage. Unfortunately, CONTAIN IT has not posted a profit in the last three years, and the company is in danger.

Executives at CONTAIN IT are considering accepting a generous offer from the parent company of BEYOND THE ROOM. BEYOND THE ROOM will invest in CONTAIN IT to be able to sell its branded merchandise for the kitchen, bath and bedroom at CONTAIN IT store locations. The merchandise in the agreement is only the top selling BEYOND THE ROOM branded merchandise.

Executives at CONTAIN IT feel this will give the retailer a much-needed lifeline; however, they are asking for an analysis of the benefits and risks involved with selling BEYOND THE ROOM merchandise.

The director of operations (judge) wants you to analyze the benefits and risks of selling competitor's branded merchandise and wants your analysis on how the endeavor could build clientele and influence sales.

You will present your outline to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of operations' (judge's) questions, the director of operations (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 director of operations at CONTAIN IT, a retail chain specializing in storage and organization products. You want the director of merchandising (participant) to analyze a possible partnership and provide sales feedback.

CONTAIN IT has many competitors including big-box retail chains and online retailers, however its largest physical store competitor was BEYOND THE ROOM. At its peak, BEYOND THE ROOM had over 1,000 physical store locations and was the number one specialty retailer for wedding registries. The stores featured merchandise for all rooms of the home. BEYOND THE ROOM closed all stores after going out of business last year and only maintains an e-commerce presence.

CONTAIN IT has only 100 physical store locations but a popular online presence. The store merchandise focuses on storage and organization products for all rooms of the house and garage. Unfortunately, CONTAIN IT has not posted a profit in the last three years, and the company is in danger.

Executives at CONTAIN IT are considering accepting a generous offer from the parent company of BEYOND THE ROOM. BEYOND THE ROOM will invest in CONTAIN IT to be able to sell its branded merchandise for the kitchen, bath and bedroom at CONTAIN IT store locations. The merchandise in the agreement is only the top selling BEYOND THE ROOM branded merchandise.

Executives at CONTAIN IT feel this will give the retailer a much-needed lifeline; however, they are asking for an analysis of the benefits and risks involved with selling BEYOND THE ROOM merchandise.

You want the director of merchandising (participant) to analyze the benefits and risks of selling competitor's branded merchandise and want the director of merchandising's (participant's) analysis on how the endeavor could build clientele and influence sales.

The participant will present information to you in a role-play to take place in the 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 could this turn out to be the best thing for our company?
2. If we move forward with the partnership, what is the best method to inform the public?

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



RETAIL MERCHANDISING SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Selling

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of brand names in selling?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	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						