



BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Product/Service Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature and scope of the product/service management function.
- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Describe factors used by marketers to position products/services.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the director of operations and the director of product management for JILLIAN & COMPANY, a luxury jeweler known for pearls, sterling silver and diamond pieces. The chief brand officer (judge) wants your team to determine which alternative sales method will increase foot traffic and sales without harming the JILLIAN & COMPANY brand.

JILLIAN & COMPANY sells its luxury jewelry and fine watches at 300 JILLIAN'S stores and online. The flagship JILLIAN'S store is on the prestigious Fifth Avenue in New York City. This store is in an iconic building that is a historic landmark and features many floors of merchandise and a café, all located in a prestigious atmosphere. The flagship store has an exclusive collection of high-end jewelry and unique designs. JILLIAN'S luxury jewelry and watches can be priced at more than \$100,000, which allows for a very niche customer base.

Over 75% of luxury purchases last year were made in-store, not online. Customers appreciate the in-store experience of browsing products, trying on products and being valued by staff in a luxurious environment. Unfortunately, sales have slowed over the past two years and even luxury shoppers are more cautious with their spending. Those interested in high-end products may only purchase smaller accessories or other financially assessable items.

In an attempt to grow the aspiring luxury market, the chief brand officer (judge) wants the flagship JILLIAN'S store to begin offering customers another method to wear the luxury brand. The chief brand officer (judge) is considering including an authorized selection of pre-owned JILLIAN'S merchandise, that would be available at discounted prices, or the option to rent JILLIAN'S merchandise monthly. The rental fee would be determined by the overall price of the merchandise selected.

The chief brand officer (judge) wants your team to analyze selling pre-owned merchandise at the flagship store or starting a merchandise rental program. The analysis should include:

- Effect on JILLIAN & COMPANY corporate brand
- Risks vs. opportunities
- Factors that would positively or negatively influence customer buying behavior
- Methods marketers could use in positioning each service

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the chief brand officer for JILLIAN & COMPANY, a luxury jeweler known for pearls, sterling silver and diamond pieces. You want the director of operations and the director of product management (participant team) to determine which alternative sales method will increase foot traffic and sales without harming the JILLIAN & COMPANY brand.

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In an attempt to grow the aspiring luxury market, you want the flagship JILLIAN'S store to begin offering customers another method to wear the luxury brand. You are considering including an authorized selection of pre-owned JILLIAN'S merchandise, that would be available at discounted prices, or the option to rent JILLIAN'S merchandise monthly. The rental fee would be determined by the overall price of the merchandise selected.

You want the director of operations and the director of product management (participant team) to analyze selling preowned merchandise at the flagship store or starting a merchandise rental program.

The analysis should include:

- Effect on JILLIAN & COMPANY corporate brand
- Risks vs. opportunities
- Factors that would positively or negatively influence customer buying behavior
- Methods marketers could use in positioning each service

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. How would your analysis change if the services were only offered online?
2. What is the best method to announce the service?

Once the director of operations and the director of product management (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of operations and the director of product management (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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



BUYING AND MERCHANDISING TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of corporate branding.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe factors used by businesses to position corporate brands.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe factors used by marketers to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain factors that influence customer/client/business buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						