



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Selling

**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

- Generate product ideas.
- Analyze product information to identify product features and benefits.
- Explain the nature and scope of the selling function.
- Discuss motivational theories that impact buying behavior.
- Explain key factors in building a clientele.
- Explain the concept of market and market identification.
- Describe factors used by marketers to position products/services.

CASE STUDY SITUATION

You are to assume the roles of the merchandising manager and the branding manager for BOX IT, a discount retail chain. The director of merchandising (judge) wants your team to develop a product exclusive that will build a younger clientele for the retailer.

BOX IT is a discount retailer that sells household items, apparel and accessories, greeting cards, health and beauty items, cleaning supplies, pet supplies, toys, books, groceries and seasonal merchandise. In the past several years, BOX IT has partnered with major brands to sell BOX IT exclusive items. Last year, BOX IT partnered with a popular reusable water bottle brand to sell a design only available at BOX IT stores. For the past several years, BOX IT has partnered with luxury clothing designers to offer small, limited time only pop-up shops of BOX IT exclusive designs by the designer.

BOX IT has had great success with the partnerships. The reusable water bottle brand partnership and the luxury apparel partnerships have brought in many new young Millennial and older Generation Z shoppers. The director of merchandising (judge) wants to now target a younger demographic for the next BOX IT exclusive and needs your team to help.

The director of merchandising (judge) wants your team to generate product ideas that could lead to BOX IT's next brand partnership. The director of merchandising (judge) wants your team to:

- Pick a brand and product idea that would target high school students
- Explain what would make the product a BOX IT exclusive
- Describe how BOX IT would position and promote the exclusive product
- Discuss how the product exclusive would influence buying behavior

You will present your ideas to the director of merchandising (judge) in a meeting to take place in the director of merchandising's (judge's) office. The director of merchandising (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director of merchandising's (judge's) questions, the director of merchandising (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 director of merchandising for BOX IT, a discount retail chain. You want the merchandising manager and the branding manager (participant team) to develop a product exclusive that will build a younger clientele for the retailer.

BOX IT is a discount retailer that sells household items, apparel and accessories, greeting cards, health and beauty items, cleaning supplies, pet supplies, toys, books, groceries and seasonal merchandise. In the past several years, BOX IT has partnered with major brands to sell BOX IT exclusive items. Last year, BOX IT partnered with a popular reusable water bottle brand to sell a design only available at BOX IT stores. For the past several years, BOX IT has partnered with luxury clothing designers to offer small, limited time only pop-up shops of BOX IT exclusive designs by the designer.

BOX IT has had great success with the partnerships. The reusable water bottle brand partnership and the luxury apparel partnerships have brought in many new young Millennial and older Generation Z shoppers. You want to now target a younger demographic for the next BOX IT exclusive and need the merchandising manager and the branding manager (participant team) to help.

You want the merchandising manager and the branding manager (participant team) to generate product ideas that could lead to BOX IT's next brand partnership. You want the merchandising manager and the branding manager (participant team) to:

- Pick a brand and product idea that would target high school students
- Explain what would make the product a BOX IT exclusive
- Describe how BOX IT would position and promote the exclusive product
- Discuss how the product exclusive would influence buying behavior

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. What would be the benefit to the partner brand you suggested?
2. How do we best promote the product exclusive to teenagers?

Once the merchandising manager and the branding manager (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the merchandising manager and the branding manager (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 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Selling

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
2.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature and scope of the selling function?	0-1-2-3	4-5-6	7-8	9-10	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
21st 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						