



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Operations

APPAREL AND ACCESSORIES MARKETING 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 of distribution.
- Explain the receiving process.
- Explain stock-handling techniques used in receiving deliveries.
- Process returns/exchanges.
- Interpret business policies to customers/clients.

EVENT SITUATION

You are to assume the role of the assistant manager at JUNKYARD, a large clothing store in a city with 85,000 people. The store manager (judge) wants you to determine how to minimize return fraud from ship-to-store orders.

JUNKYARD has hundreds of store locations across the country. JUNKYARD also sells merchandise on its website, allowing online customers to choose to have purchases delivered to them for a small fee or shipped to a local JUNKYARD store at no cost.

When the local JUNKYARD receives ship-to-store orders, they are sealed in JUNKYARD packaging. The label indicates customer name, email address and phone number. The JUNKYARD employee receiving the ship-to-store delivery must contact the customer to notify them of the delivery. The customer must show a valid form of identification to pick up the sealed JUNKYARD package that was shipped-to-store and sign a receipt acknowledging pick-up.

In the last year, ship-to-store return fraud has skyrocketed. Customers abusing the system order more than one item from the JUNKYARD website to be shipped to a local store. The customer will bring home the package without opening it, and instead open it later and remove one of the items purchased. Later, the customer will bring the open package back and claim that one item from the order was missing. The JUNKYARD employee must then apologize to the customer and reorder the item and have it shipped directly to the customer. Eventually, the customer will then return the duplicate item to a different JUNKYARD location.

The store manager (judge) wants you to determine how the receiving process and stock-handling process of ship-to-store orders can be changed to minimize return fraud.

You will present your ideas to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the store manager's (judge's) questions, the store manager (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 store manager at JUNKYARD, a large clothing store in a city with 85,000 people. You want the assistant manager (participant) to determine how to minimize return fraud from ship-to-store orders.

JUNKYARD has hundreds of store locations across the country. JUNKYARD also sells merchandise on its website, allowing online customers to choose to have purchases delivered to them for a small fee or shipped to a local JUNKYARD store at no cost.

When the local JUNKYARD receives ship-to-store orders, they are sealed in JUNKYARD packaging. The label indicates customer name, email address and phone number. The JUNKYARD employee receiving the ship-to-store delivery must contact the customer to notify them of the delivery. The customer must show a valid form of identification to pick up the sealed JUNKYARD package that was shipped-to-store and sign a receipt acknowledging pick-up.

In the last year, ship-to-store return fraud has skyrocketed. Customers abusing the system order more than one item from the JUNKYARD website to be shipped to a local store. The customer will bring home the package without opening it, and instead open it later and remove one of the items purchased. Later, the customer will bring the open package back and claim that one item from the order was missing. The JUNKYARD employee must then apologize to the customer and reorder the item and have it shipped directly to the customer. Eventually, the customer will then return the duplicate item to a different JUNKYARD location.

You want the assistant manager (participant) to determine how the receiving process and stock-handling process of ship-to-store orders can be changed to minimize return fraud.

The participant 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 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. Why is it important that our local store deals with the retail fraud and not the corporate office?
2. What is the best method to train employees on this new return process?

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



**APPAREL AND ACCESSORIES MARKETING SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Operations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the receiving process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain stock-handling techniques used in receiving deliveries?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Process returns/exchanges?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Interpret business policies to customers/clients?	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						