



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

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 importance of merchandising to retailers.
- Identify product opportunities.
- Explain the concept of product mix.
- Explain the nature of product/service branding.
- Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of the brand manager for DEX, an off-price department store corporation that operates four different brands. The senior vice president (judge) wants you to recommend an additional brand that will build clientele.

DEX operates four brands:

- DEXTER – sells off-price name brand apparel and accessories for men, women and children
- DEXTER DÉCOR – sells off-price home décor and small furnishings
- DEXTER@HOME – sells off-price furniture for all rooms
- DEXTER SPORTS – sells off-price name brand sporting good and outdoor recreation products

Each DEX brand has over 400 physical store locations and attracts shoppers that want high quality merchandise at lower prices. Executives want a new brand that will attract new clientele. The senior vice president (judge) wants you to identify an opportunity for a new DEX brand store, name the new brand, explain the product mix and discuss how it will build clientele.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the senior vice president's (judge's) questions, the senior vice president (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 senior vice president for DEX, an off-price department store corporation that operates four different brands. You want the brand manager (participant) to recommend an additional brand that will build clientele.

DEX operates four brands:

- DEXTER – sells off-price name brand apparel and accessories for men, women and children
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Each DEX brand has over 400 physical store locations and attracts shoppers that want high quality merchandise at lower prices. Executives want a new brand that will attract new clientele. You want the brand manager (participant) to identify an opportunity for a new DEX brand store, name the new brand, explain the product mix and discuss how it will build clientele.

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 would you describe the target market of the new brand?
2. What is the best method to promote the new brand to this target market?

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



**RETAIL MERCHANDISING SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify product opportunities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain key factors in building a clientele?	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						