



APPAREL AND ACCESSORIES MARKETING SERIES EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Operations

PARTICIPANT INSTRUCTIONS

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

You have up to 10 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 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, 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 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

JUDGE 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.

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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 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.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

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.



APPAREL AND ACCESSORIES MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Operations

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of distribution?	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the receiving process?	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain stock-handling techniques used in receiving deliveries?	0-1-2-3	4-5-6	7-8-9	10	
4.	Process returns/exchanges?	0-1-2-3	4-5-6	7-8-9	10	
5.	Interpret business policies to customers/clients?	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						