



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Selling

BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT

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

- 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.

EVENT 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

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 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.



BUYING AND MERCHANDISING TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:

Selling

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	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	
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						