



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Product/Service Management

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

- Explain the nature and scope of the product/service management function.
- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Describe factors used by marketers to position products/services.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.
- Select vendors.

CASE STUDY SITUATION

You are to assume the roles of the merchandising specialist and the branding specialist for FRIENDLY FOODS, a large grocery store located in a big city. The manager (judge) wants you to determine which floral company to outsource the FRIENDLY FOODS floral department.

FRIENDLY FOODS includes a small floral department in its store that contains premade floral arrangements in coolers and a mix of different floral and plant bouquets. The floral department staff is comprised of employees from the FRIENDLY FOODS store. Therefore, this staff is not particularly knowledgeable in floral/plant maintenance or arrangements. Because of this, customers can grab the premade arrangements or bouquets but are unable to request special orders.

To cut costs, the manager (judge) has decided to outsource the floral department. The manager (judge) has two vendors that would be potential fits for FRIENDLY FOODS but is unsure which to choose.

FLOWERWORLD.COM – FLOWERWORLD.COM is an online floral retailer that is popular for inexpensive arrangements and quick delivery services. FLOWERWORLD.COM would manage a floral department similar to FRIENDLY FOODS' floral offerings with a kiosk for online orders. FLOWERWORLD.COM would train a handful of FRIENDLY FOODS employees to manage the department. This would be a change in floral vendor, a significant drop in price, but managed in the same style.

FLOWERS BY AVALON – FLOWERS BY AVALON is a local floral shop that boasts amazing hand-crafted bouquets, arrangements and single stems. The business is a popular floral shop in the city and would allow for custom made arrangements to be ordered and picked up at FRIENDLY FOODS. FLOWERS BY AVALON would manage all aspects including staffing and would be considered a shop-in-shop.

The manager (judge) wants your team to analyze the options and determine:

- Effect of each floral brand on the FRIENDLY FOODS brand
- Effect of products/services provided on the FRIENDLY FOODS brand
- Which floral brand is the best fit
- How the floral brand chosen will result in increased positioning/image

You will present your analysis and recommendation to the manager (judge) in a meeting to take place in the manager's (judge's) office. The manager (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the manager's (judge's) questions, the manager (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 manager for FRIENDLY FOODS, a large grocery store in a big city. You want the merchandising specialist and the branding specialist (participant team) to determine which floral company to outsource the FRIENDLY FOODS floral department.

FRIENDLY FOODS includes a small floral department in its store that contains premade floral arrangements in coolers and a mix of different floral and plant bouquets. The floral department staff is comprised of employees from the FRIENDLY FOODS store. Therefore, this staff is not particularly knowledgeable in floral/plant maintenance or arrangements. Because of this, customers can grab the premade arrangements or bouquets but unable to request special orders.

To cut costs, you have decided to outsource the floral department. You have two vendors that would be potential fits for FRIENDLY FOODS but are unsure which to choose.

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You want the merchandising specialist and the branding specialist (participant team) to analyze the options and determine:

- Effect of each floral brand on the FRIENDLY FOODS brand
- Effect of products/services provided on the FRIENDLY FOODS brand
- Which floral brand is the best fit

- How the floral brand chosen will result in increased positioning/image

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. Is there any way to know if we made the right decision or not?
2. How do we best promote the change?

Once the merchandising specialist and the branding specialist (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the merchandising specialist and the branding specialist (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 2025

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe factors used by businesses to position corporate brands?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
6.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
7.	Select vendors?	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						