



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

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 concept of market and market identification.
- Identify emerging trends.
- Analyze competitors offerings.
- Explain the concept of product mix.
- Explain the nature of product/service branding.

EVENT SITUATION

You are to assume the role of the merchandising manager for BRIGHT TIES, a women's apparel retailer. The director of merchandising (judge) wants your help in planning merchandise assortment to appeal to a new demographic.

BRIGHT TIES has been operating for over 40 years offering professional and occasion wear in women's sizes. Most customers are female professionals aged 34 to 59 years old. BRIGHT TIES is known for good quality merchandise and is considered a high-end brand.

Executives at BRIGHT TIES have noticed there is a gap in apparel brands between childhood sizes and adulthood. Executives are hopeful that a new chain, focused on a younger audience, can fill that gap by providing apparel that teenagers and young adults will appreciate.

As executives discuss the new chain operated by BRIGHT TIES that will focus on a younger demographic, they have asked for the merchandising department's recommendations on the types of apparel and accessories to offer teenagers and young adults.

The director of merchandising (judge) wants your help in planning the merchandise assortment for the new chain that will target teenagers and young adults. You must identify emerging trends, analyze competitors' offerings and make suggestions for the new chain's product mix.

You will present your ideas to the director of merchandising (judge) in a role-play to take place in the director of merchandising's (judge's) office. The director of merchandising (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of merchandising's (judge's) questions, the director of merchandising (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 director of merchandising for BRIGHT TIES, a women's apparel retailer. You want the merchandising manager's (participant's) help in planning merchandise assortment to appeal to a new demographic.

BRIGHT TIES has been operating for over 40 years offering professional and occasion wear in women's sizes. Most customers are female professionals aged 34 to 59 years old. BRIGHT TIES is known for good quality merchandise and is considered a high-end brand.

Executives at BRIGHT TIES have noticed there is a gap in apparel brands between childhood sizes and adulthood. Executives are hopeful that a new chain, focused on a younger audience, can fill that gap by providing apparel that teenagers and young adults will appreciate.

As executives discuss the new chain operated by BRIGHT TIES that will focus on a younger demographic, they have asked for the merchandising department's recommendations on the types of apparel and accessories to offer teenagers and young adults.

You want the merchandising manager's (participant's) help in planning the merchandise assortment for the new chain that will target teenagers and young adults. The merchandising manager (participant) must identify emerging trends, analyze competitors' offerings and make suggestions for the new chain's product mix.

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. Which communication channel will be best in reaching the new demographic when we open the stores?
2. Why is it important to include or not include male apparel?

Once the merchandising manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the merchandising 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
2025**

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 concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify emerging trends?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Analyze competitors offerings?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of product/service branding?	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						