



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Selling

**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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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 selling function.
- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Explain the nature of channels of distribution.
- Explain the concept of market and market identification.
- Determine factors affecting business risk.

CASE STUDY SITUATION

You are to assume the roles of director of sales and director of brand management for ANJELICA, a brand of dolls manufactured by the toy company MADELLE. The senior vice president (judge) wants you to analyze two new sales channels and make a recommendation that will benefit MADELLE, the company's clientele and the new sales channel.

ANJELICA is the most recognized doll in the world. MADELLE began marketing the doll almost 60 years ago, and since that time it has become the company's largest and most profitable brand. The ANJELICA brand includes related merchandise, such as clothing, accessories, dollhouses, friends of ANJELICA and numerous other branded items.

MADELLE sells the ANJELICA brand in limited supply at various big-box discount retail stores, but since shelf space is limited, customers looking for all available ANJELICA merchandise must visit the MADELLE website. One of the largest retailers selling the ANJELICA brand is the toy store chain WE R TOYS. WE R TOYS has an entire aisle dedicated to the ANJELICA brand of merchandise, giving shoppers a wide variety to choose from.

Sadly, WE R TOYS has closed all 1,800 stores over the last year. This is a major obstacle for the ANJELICA brand, as it was the largest distributor of the merchandise. No other retailer has promoted the brand or distributed as many ANJELICA dolls as WE R TOYS.

The senior vice president (judge) of MADELLE is looking for other sales channels for the ANJELICA brand to make up for the loss of WE R TOYS. While other retailers will likely not accommodate as much shelf space as WE R TOYS or have the knowledge of the brand as WE R TOYS employees, the senior vice president (judge) knows that an additional sales channel is needed.

The senior vice president (judge) has identified two possible new sales channels for ANJELICA merchandise. The senior vice president (judge) wants you to analyze the pros and cons of each sales channel, demonstrate how each sales channel will best reach new and existing customers and list possible concerns the new sales channel might have in selling the merchandise.

1. Grocery Stores – While some grocery stores do already sell ANJELICA merchandise, it is limited to one or two styles of doll, with no accessories. MADELLE would like additional shelf space to distribute more dolls and doll clothing.
2. Department Stores – Since ANJELICA is an iconic brand, the senior vice president (judge) hopes that department stores would be willing to include ANJELICA displays and merchandise in the children's apparel department.

You will present your analysis to the senior vice president (judge) in a meeting to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your analysis and have answered the senior vice president's (judge's) questions, the vice president (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of senior vice president for ANJELICA, a brand of dolls manufactured by the toy company MADELLE. You want the director of sales and director of brand management (participant team) to analyze two new sales channels and make a recommendation that will benefit MADELLE, the company's clientele and the new sales channel.

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You are looking for other sales channels for the ANJELICA brand to make up for the loss of WE R TOYS. While other retailers will likely not accommodate as much shelf space as WE R TOYS or have the knowledge of the brand as WE R TOYS employees, you know that an additional sales channel is needed.

You have identified two possible new sales channels for ANJELICA merchandise. You want the director of sales and director of brand management (participant team) to analyze the pros and cons of each sales channel, demonstrate how each sales channel will best reach new and existing customers and list possible concerns the new sales channel might have in selling the merchandise.

1. Grocery Stores – While some grocery stores do already sell ANJELICA merchandise, it is limited to one or two styles of doll, with no accessories. MADELLE would like additional shelf space to distribute more dolls and doll clothing.
2. Department Stores – Since ANJELICA is an iconic brand, the senior vice president (judge) hopes that department stores would be willing to include ANJELICA displays and merchandise in the children's apparel department.

The director of sales and director of brand management (participant team) will present an analysis to you in a meeting to take place in your office. You will begin the meeting by greeting the director of sales and director of brand management (participant team) and asking to hear about their ideas.

After the director of sales and director of brand management (participant team) have presented

the analysis, you are to ask the following questions of each participant team:

1. What are the implications of having ANJELICA dolls displayed and sold at grocery stores?
2. What other sales channels could we consider in marketing and selling ANJELICA dolls?
3. What will be the impact on our current clientele?

Once the director of sales and director of brand management (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



**BUYING AND MERCHANDISING TEAM
DECISION MAKING, 2019**

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Selling**

Participant: _____

Participant: _____

I.D. 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 selling function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain key factors in building a clientele?	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 the nature of channels of distribution?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine factors affecting business risk?	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						