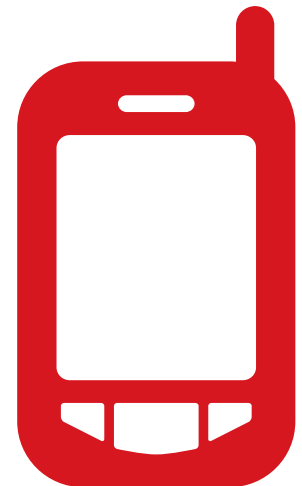




APPAREL AND ACCESSORIES MARKETING

SAMPLE ROLE PLAYS



AS USED IN DECA'S
INDIVIDUAL SERIES EVENTS

2012 EDITION

Apparel and Accessories Marketing

Individual Series Events

DECA Images
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DECA Images

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Apparel and Accessories Marketing

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INTRODUCTION

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Individual Series Events. This document will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in international competition. This series of events is presented as an example of the types of events in which a student might expect to participate at the International Career Development Conference. The competitive events found herein, however, are not representative of all performance indicators that the student may be expected to demonstrate on the international level. A complete list of performance indicators upon which the events are written can be found at www.deca.org/competitions/2/.

PROCEDURE

An individual series event consists of two major parts: a written comprehensive exam and two preliminary role-playing events. A third role-play activity will be given to finalists.

The comprehensive exam is a 100-question multiple-choice test developed especially for each series based on the knowledge, skills and attributes associated with the particular occupation. Exams from previous years are available for sale through DECA Images at www.deca.org/shop.

In the role-playing portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.

The participant is given a situation to review. It may indicate a product or service to sell, a merchandising decision or a problem in communication and interpersonal skills. Participants are allowed 10 minutes to review the situation and to develop a professional approach to solving the problem.

Up to 10 minutes are then allowed for the participant to be examined by a competent judge and asked to explain how (s)he would solve the situation or problem. The judge is a qualified business executive playing the role of second party in the situation. Following the examination, the judge evaluates the participants' responses and records the results on an evaluation form which has been developed specifically for each competitive event.

PREPARATION

In order for DECA members to realize success in competition, DECA advisors are encouraged to carefully plan curriculum which will contribute to student success in the competency based competitive events and to provide real world experiences specifically necessary in the occupational area for which the student has a career interest.

Competency based competitive events are intended to be a motivational tool used by the DECA advisor to encourage student learning. The success of the member's participation in competency based competitive events directly relates to the experiences (s)he has gained in the classroom and / or at the training station.

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:

Prepare yourself mentally.

The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.

Dress appropriately.

Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.

Follow the program agenda.

Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.

Use preparation time wisely.

Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for role play events, competitors should use all the time allotted constructively.





CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Pricing

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the pricing function.
2. Explain the use of technology in the pricing function.
3. Explain factors affecting pricing decisions.
4. Identify components of the retail image.
5. Explain company selling policies.

EVENT SITUATION

You are to assume the role of manager of CLAYBORN JEWELERS, a full service jewelry retailer. The owner (judge) has asked for your analysis of a long-time pricing strategy used in the stores.

Since 1952, CLAYBORN JEWELERS has been selling platinum, 14- and 18-karat gold jewelry, diamonds, watches, and bridal and anniversary lines. Beginning its third generation of family ownership and operation, CLAYBORN'S has earned the reputation of offering the finest jewelry with unsurpassed personal service. In fact, CLAYBORN JEWELERS has been recognized many times in the "outstanding retailer" category in the annual *Best Of* edition of a local city publication.

From the very beginning, the pricing philosophy of CLAYBORN'S has never changed. The founder, Henry Clayborn believed in a one-price policy for all the merchandise in his store. Clayborn priced everything low with the belief that every customer should pay the same price for the same merchandise all the time. Henry used to like to say "the price is the price". In fact, a sign hangs in all three CLAYBORN JEWELERS which reads: *Don't ask about a sale, there won't be one.*

Occasionally the one-price policy resulted in some customers leaving and going elsewhere to buy their jewelry; but usually, CLAYBORN got the sale. The next two generations of Clayborn family owners have continued with the same pricing strategy today.

However, within the past couple of years, the owner (judge) has noticed a growing trend of customers coming into the store with a specific product and price already in mind. The owner (judge) believes that national online jewelers are responsible for this trend. The result is that customers are walking out of CLAYBORN'S in far greater numbers than ever before.

The owner (judge) has requested a meeting with you to obtain your analysis of the long-time pricing policy of CLAYBORN JEWELERS. Specifically:

- Identify the advantages to the customer and the business of continuing with the one-price policy.
- Since more customers are comparing products and prices on the Internet; is there an opportunity to make that work to CLAYBORN'S advantage?
- Identify the advantages and disadvantages of CLAYBORN JEWELERS changing to a negotiable pricing strategy.
- Provide a recommendation of either keeping the one-price policy or changing to a negotiable pricing strategy.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of CLAYBORN JEWELERS, a full-service jewelry retailer. You have asked your manager (participant) for an analysis of a long-time pricing strategy used in the stores.

Since 1952, CLAYBORN JEWELERS has been selling platinum, 14- and 18-karat gold jewelry, diamonds, watches, and bridal and anniversary lines. CLAYBORN has earned the reputation of offering the finest jewelry with unsurpassed personal service. In fact, CLAYBORN JEWELERS has been recognized many times in the "outstanding retailer" category in the annual *Best Of* edition of a local city publication.

From the very beginning, the pricing philosophy of CLAYBORN's has never changed. The founder, Henry Clayborn believed in a one-price policy for all the merchandise in his store. Henry used to like to say "the price is the price". In fact, a sign hangs in all three CLAYBORN JEWELERS which reads: *Don't ask about a sale, there won't be one.*

Occasionally the one-price policy resulted in some customers leaving and going elsewhere to buy their jewelry; but usually, CLAYBORN got the sale. The succeeding generations of Clayborn family owners have continued with the same pricing strategy.

However, within the past couple of years, you have noticed a growing trend of customers coming into

the store with a specific product and price already in mind. You believe that national online jewelers are responsible for this trend. The result is that customers are walking out of CLAYBORN'S in far greater numbers than ever before.

You have requested a meeting with your manager (participant) for his/her analysis of the long-time pricing policy of CLAYBORN JEWELERS. Specifically:

- Identify the advantages to the customer and the business of continuing with the one-price policy.
- Since more customers are comparing products and prices on the Internet; is there an opportunity to make that work to CLAYBORN'S advantage?
- Identify the advantages and disadvantages of CLAYBORN JEWELERS changing to a negotiable pricing strategy.
- Provide a recommendation of either keeping the one-price policy or changing to a negotiable pricing strategy.

The manager (participant) will present his/her analysis and recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the manager (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. If a retailer uses a pricing strategy where negotiation is involved, does the store manager have to approve every negotiated price before a sale is finalized?
2. How does the fact that many online jewelers are not currently required to charge sales tax impact CLAYBORN JEWELERS?

Once the manager (participant) has presented and has answered your questions, you will conclude the role-play by thanking the manager for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM AAM

DID THE PARTICIPANT:

1. Explain the nature and scope of the pricing strategy?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain the nature and scope of the pricing strategy were inadequate or weak.	Adequately explained the nature and scope of the pricing strategy.	Effectively explained the nature and scope of the pricing strategy.	Very effectively explained the nature and scope of the pricing strategy.

2. Explain the use of technology in the pricing function?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain the use of technology in the pricing function were weak.	Adequately explained the use of technology in the pricing function.	Effectively explained the use of technology in the pricing function.	Very effectively explained the use of technology in the pricing function.

3. Explain factors affecting pricing decisions?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain factors affecting pricing decisions were inadequate or weak.	Adequately explained factors affecting pricing decisions.	Effectively explained factors affecting pricing decisions.	Very effectively explained factors affecting pricing decisions.

4. Identify components of a retail image?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to identifying components of a retail image were inadequate or weak.	Adequately identified components of a retail image.	Effectively identified components of a retail image.	Very effectively identified components of a retail image.

5. Explain company selling policies?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain company selling policies were weak.	Adequately explained company selling policies.	Effectively explained company selling policies.	Very effectively explained company selling policies.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2	3, 4, 5	6, 7, 8	9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Operations

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the importance of merchandising to retailers.
2. Devise/Enact merchandise security measures to minimize inventory shrinkage.
3. Maintain displays.
4. Explain employee's role in expense control.
5. Explain policies/procedures for handling shoplifters.

EVENT SITUATION

You are to assume the role of assistant manager of BUCK'S LEATHER, a chain of retail leather stores. Your store manager (judge) has asked for your recommendations to prevent a form of retail theft.

BUCK'S LEATHER operates a chain of twenty-five retail leather stores. Featuring high-end jackets, vests, shoes, belts, handbags, and gloves; the chain targets fashion-forward males and females under the age of thirty-five. Given the chic nature of the merchandise, it is not surprising that all stores are found in upscale shopping districts with most BUCK'S LEATHERS being located in malls. Your store is located in a regional mall, *The Plaza*.

This morning your store received an operational alert sent out by the corporate office to all BUCK'S LEATHER stores. The alert warned of a recent retail theft incident that occurred at another BUCK'S LEATHER location. A technique labeled the "grab and dash" was described as where a shoplifter grabs an armful of hanging items displayed at the store entrance and sprints through the mall. Waiting outside the nearest mall entrance is an accomplice in a car who then drives the shoplifter and the merchandise away. This one incident resulted in the loss of nearly \$2,000 of merchandise at retail value.

Your store manager (judge) plans to call a store meeting in the next few days to inform all employees about the "grab and dash" technique. In preparation for that meeting, the manager has requested to meet with you to obtain your recommendations to reduce the likelihood of an incident like this happening in your store. Specifically:

- Explain the importance of merchandising to BUCK'S LEATHER.
- Explain why the "grab and dash" is a shoplifter technique that could possibly be attempted at a retailer such as BUCK'S LEATHER.
- List and explain preventive strategies that may serve to deter shoplifters from attempting to use the "grab and dash" at your store.
- Explain what store employees should do if they see a "grab and dash" occur.

You will present to the store manager (judge) in a role-play to take place in the manager's office. The manager will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the manager's questions, the manager will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of store manager of BUCK'S LEATHER, a chain of retail leather stores. You have asked your assistant manager (participant) for recommendations to prevent a form of retail theft.

BUCK'S LEATHER operates a chain of twenty-five retail leather stores. Featuring high-end jackets, vests, shoes, belts, handbags, and gloves; the chain targets fashion-forward males and females under the age of thirty-five. Given the chic nature of the merchandise, it is not surprising that all stores are found in upscale shopping districts with most BUCK'S LEATHERS being located in malls. Your store is located in a regional mall, *The Plaza*.

This morning your store received an operational alert sent out by the corporate office to all BUCK'S LEATHER stores. The alert warned of a recent retail theft incident that occurred at another BUCK'S LEATHER location. A technique labeled the "grab and dash" was described as where a shoplifter grabs an armful of hanging items displayed at the store entrance and sprints through the mall. Waiting outside the nearest mall entrance is an accomplice in a car who then drives the shoplifter and the merchandise away. This one incident resulted in the loss of nearly \$2,000 of merchandise at retail value.

You plan to call a store meeting in the next few days to inform all employees about the “grab and dash” technique. In preparation for that meeting, you have requested to meet with your assistant manager (participant) to obtain his/her recommendations to reduce the likelihood of an incident like this happening in your store. Specifically, the assistant manager (participant) is to:

- Explain the importance of merchandising to BUCK’S LEATHER.
- Explain why the “grab and dash” is a shoplifter technique that could possibly be attempted at a retailer such as BUCK’S LEATHER.
- List and explain preventive strategies that may serve to deter shoplifters from attempting to use the “grab and dash” at your store.
- Explain what store employees should do if they see a “grab and dash” occur.

The assistant manager (participant) will present to you in a role-play to take place in your office. You will begin the role-play by greeting the assistant (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. Would you hire someone who, on a pre-employment test, admitted to having shoplifted? Please explain.
2. As a general rule, how often do you believe that in-store displays should be changed? Please explain.

Once the assistant manager (participant) has presented and has answered your questions, you will conclude the role-play by thanking the assistant (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson and the other judges to ensure complete and common understanding for judging consistency.

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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.

JUDGE'S EVALUATION FORM

AAM

DID THE PARTICIPANT:

1. Explain the importance of merchandising to retailers?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining the importance of merchandising to retailers were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained the importance of merchandising to retailers.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively explained the importance of merchandising to retailers.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively explained the importance of merchandising to retailers.</p>
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2. Devise/Enact merchandise security measures to minimize inventory shrinkage?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at devising/enacting merchandise security measures to minimize inventory shrinkage were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately devised/enacted merchandise security measures to minimize inventory shrinkage.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively devised/enacted merchandise security measures to minimize inventory shrinkage.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively devised/enacted merchandise security measures to minimize inventory shrinkage.</p>
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3. Maintain displays?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at maintaining displays were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately maintained displays.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively maintained displays.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively maintained displays.</p>
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4. Explain employee's role in expense control?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining the employee's role in expense control were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained the employee's role in expense control.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively explained the employee's role in expense control.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively explained the employee's role in expense control.</p>
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5. Explain policies/procedures for handling shoplifters?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining policies/procedures for handling shoplifters were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained policies/procedures for handling shoplifters.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively explained policies/procedures for handling shoplifters.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively explained policies/procedures for handling shoplifters.</p>
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6. Overall impression and response to the judge's questions.

<p>Little/No Value 0, 1, 2 Demonstrated few skills; could not answer the judge's questions.</p>	<p>Below Expectations 3, 4, 5 Demonstrated limited ability to link some skills; answered the judge's questions adequately.</p>	<p>Meets Expectations 6, 7, 8 Demonstrated the specified skills; answered the judge's questions effectively.</p>	<p>Exceeds Expectations 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.</p>
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Judge's Initials _____

TOTAL SCORE _____



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Product/Service Management

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Evaluate vendor's merchandise.
2. Determine customer/client needs.
3. Identify components of a retail image.
4. Explain business ethics in product/service management.
5. Choose vendors.

EVENT SITUATION

You are to assume the role of vice-president of marketing for THE DEEP END, a chain of retail clothing stores. The president (judge) has asked for your recommendation on a possible addition to the store's merchandise offerings.

THE DEEP END is a chain of trendy retail clothing stores targeted to both males and females ages 18-24. Formed in 1997, THE DEEP END sells its products from forty-eight mall locations as well as online. Ninety percent of sales are from the brick and mortar stores. The product line has been described as daring, cutting-edge and even "in-your-face". Merchandise includes jeans, outerwear, tops, sweaters, skirts, underwear, fragrances, and even flip-flops. The brands carried are a mix of popular designers as well as the chain's house brand.

For years, critics have accused THE DEEP END of being provocative and sexually suggestive in some of its styles and designs. The retailer responds that fashion is constantly changing and "we're just giving our customers what they want".

Last week, your buyer was approached by a representative from an online business that has quickly become controversial because of its latest line of t-shirts and tanks. The tops carry not-so-subtle messages which contain obscenities and sexually explicit language. School administrators who have seen the tops have immediately banned students from wearing them. Parent groups have also aggressively spoken out against the tops. The tops have even been a topic of discussion on some daytime television talk shows.

While the tops have not been popular with parents and school officials, they have generated a lot of sales in addition to controversy. The sales rep from the online business told THE DEEP END'S buyer that the tops would be "just perfect for your store's customers and image".

The buyer for THE DEEP END has spoken with the president (judge) about the new line of tops being considered, and has stated that they are indeed as controversial as described. However, THE DEEP END'S target customers are adults and maybe they should have the right to decide for themselves on whether to buy the tops or not. The president (judge) has requested to meet with you to obtain your analysis and recommendation on the t-shirts and tank tops. Specifically:

- List and explain the advantages and disadvantages of going ahead and purchasing the t-shirts and tanks.
- State the potential consequences which could result from purchasing and not purchasing the tops.
- Give your recommendation whether to purchase or not purchase the tops and provide your rationale.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of president of THE DEEP END, a chain of retail clothing stores. You have asked your vice-president of marketing (participant) for a recommendation regarding a possible addition to the store's merchandise offerings.

THE DEEP END is a chain of trendy retail clothing stores targeted to both males and females ages 18-24. Formed in 1997, THE DEEP END sells its products from forty-eight mall locations as well as online. Ninety percent of sales are from the brick and mortar stores. The product line has been described as daring, cutting-edge and even "in-your-face". Merchandise includes jeans, outerwear, tops, sweaters, skirts, underwear, fragrances, and even flip-flops. The brands carried are a mix of popular designers as well as the chain's house brand.

For years, critics have accused THE DEEP END of being provocative and sexually suggestive in some of its styles and designs. The retailer responds that fashion is constantly changing and "we're just giving our customers what they want".

Last week, your buyer was approached by a representative from an online business that has quickly become controversial because of its latest line of t-shirts and tanks. The tops carry not-so-subtle messages which contain obscenities and sexually explicit language. School administrators who have seen the tops have immediately banned students from wearing them. Parent groups have also

aggressively spoken out against the tops. The tops have even been a topic of discussion on some daytime television talk shows.

While the tops have not been popular with parents and school officials, they have generated a lot of sales in addition to controversy. The sales rep from the online business told THE DEEP END'S buyer that the tops would be "just perfect for your store's customers and image".

The buyer for THE DEEP END has spoken with you about the new line of tops being considered, and has stated that they are indeed as controversial as described. However, THE DEEP END'S target customers are adults and maybe they should have the right to decide for themselves on whether to buy the tops or not. You have requested to meet with the vice-president of marketing (participant) to obtain his/her analysis and recommendation on the t-shirts and tank tops. Specifically, you have asked the vice-president of marketing (participant) to:

- List and explain the advantages and disadvantages of going ahead and purchasing the t-shirts and tanks.
- State the potential consequences which could result from purchasing and not purchasing the tops.
- Give his/her recommendation whether to purchase or not purchase the tops and provide your rationale.

The vice-president of marketing (participant) will present his/her ideas and recommendation to you in a role-play to take place in your office. You will begin the role-play by greeting the vice-president (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. What are some of the ways that a retail chain like THE DEEP END can determine emerging fashion trends?
2. In evaluating a vendor, to what extent does it matter how long the vendor has been in existence?

Once the vice-president of marketing (participant) has presented his/her ideas and recommendation and has answered your questions, you will conclude the role-play by thanking the vice-president (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM AAM

DID THE PARTICIPANT:

1. Evaluate vendor's merchandise?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts at evaluating the vendor's merchandise were inadequate or weak.	Adequately evaluated the vendor's merchandise.	Effectively evaluated the vendor's merchandise.	Very effectively evaluated the vendor's merchandise.

2. Determine customer/client needs?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts at determining customer/client needs were inadequate or weak.	Adequately determined customer/client needs.	Effectively determined customer/client needs.	Very effectively determined customer/client needs.

3. Identify components of a retail image?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts at identifying the components of a retail image were inadequate or weak.	Adequately identified components of a retail image.	Effectively identified components of a retail image.	Very effectively identified components of a retail image.

4. Explain business ethics in product/service management?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts at explaining business ethics in product/service management were inadequate or weak.	Adequately explained business ethics in product/service management.	Effectively explained business ethics in product/service management.	Very effectively explained business ethics in product/service management.

5. Choose vendors?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts at choosing vendors were inadequate or weak.	Adequately chose vendors.	Effectively chose vendors.	Very effectively chose vendors.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2	3, 4, 5	6, 7, 8	9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling / Customer Relations

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the selling function.
2. Adapt communication to the cultural and social differences among clients.
3. Determine customer/client needs.
4. Handle difficult customers.
5. Determine ways of reinforcing the company's image through employee performance.

EVENT SITUATION

You are to assume the role of manager at THE FASHION CLOSET, a women's clothing store. The owner (judge) has asked you to recommend strategies to sell more effectively to a segment of the store's customers.

THE FASHION CLOSET is a retail women's clothing store which has successfully operated from its sole location in a suburban downtown shopping district for 4 years. The store's product line of mid-priced suits, dresses, pants, tops, underwear, and casual wear is targeted to women aged 25-40. Customers appreciate the quality merchandise, personal attention and convenient location away from congested shopping malls.

The personal service and attention that female customers receive creates a comfort factor that leads to repeat buying and strong customer loyalty. While women are the typical customer, men are special-occasion gift shoppers for birthdays and during the holiday season. The same comfort factor that exists for women does not exist for men. The sales staff reports that male customers often appear uncomfortable and awkward when shopping for women. The result is often a very abrupt sales encounter leaving the customer and sales associate unsure if needs were ever fulfilled. Too often, those male customers leave the store without buying anything.

The owner (judge) has been aware of the challenge of selling women's apparel to men for quite some time. While the process of selling to men will never be the same as it is with women, the quality of the sales presentation that men experience needs to improve. The owner (judge) wants you to conduct a store meeting with all sales associates to improve the sales experience with male customers. Prior to that meeting, the owner (judge) has requested a meeting with you to hear what you will recommend to sales associates to help them meet the challenge of selling to men. Specifically:

- Identify and explain the apparent awkwardness that male customers have when shopping for women.
- Explain the effects that an abrupt sales presentation can have on both the customer and THE FASHION CLOSET.
- Explain sales strategies that associates can use that will help them qualify the customer and increase the comfort level of male customers.
- Identify the benefits of an effective sales presentation to the customer and to the store.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of THE FASHION CLOSET, a women's clothing store. You have asked your manager (participant) to recommend strategies to sell more effectively to a segment of the store's customers.

THE FASHION CLOSET is a retail women's clothing store which has successfully operated from its sole location in a suburban downtown shopping district for 4 years. The store's product line of mid-priced suits, dresses, pants, tops, underwear, and casual wear is targeted to women aged 25-40. Customers appreciate the quality merchandise, personal attention and convenient location away from congested shopping malls.

The personal service and attention that female customers receive creates a comfort factor that leads to repeat buying and strong customer loyalty. While women are the typical customer, men are special-occasion gift shoppers for birthdays and during the holiday season. The same comfort factor that exists for women does not exist for men. The sales staff reports that male customers often appear uncomfortable and awkward when shopping for women. The result is often a very abrupt sales encounter leaving the customer and sales associate unsure if needs were ever fulfilled. Too often, those male customers leave the store without buying anything.

You have been aware of the challenge of selling women's apparel to men for quite some time. While the

process of selling to men will never be the same as it is with women, the quality of the sales presentation that men experience needs to improve. You want your manager (participant) to conduct a store meeting with all sales associates to improve the sales experience with male customers. Prior to that meeting, you have requested a meeting with the manager (participant) to hear what he/she will recommend to sales associates to help them meet the challenge of selling to men. Specifically, you have asked the manager (participant) to:

- Identify and explain the apparent awkwardness that male customers have when shopping for women.
- Explain the effects that an abrupt sales presentation can have on both the customer and THE FASHION CLOSET.
- Explain sales strategies that associates can use that will help them qualify the customer and increase the comfort level of male customers.
- Identify the benefits of an effective sales presentation to the customer and to the store.

The manager (participant) will present to you in a role-play to take place in your office. You will begin the role-play by greeting the manager (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. What is something that sales associates of THE FASHION CLOSET could do that would help to make repeat buyers out of male customers?
2. At what part of the sale should suggestion selling occur and why?

Once the manager (participant) has presented his/her ideas and has answered your questions, you will conclude the role-play by thanking the manager (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

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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.

JUDGE'S EVALUATION FORM

AAM

DID THE PARTICIPANT:

1. Explain the nature and scope of the selling function?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the nature and scope of the selling function were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature and scope of the selling function.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature and scope of the selling function.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature and scope of the selling function.

2. Adapt communication to the cultural and social differences among clients?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at adapting communication to the cultural and social differences among clients were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately adapted communication to the cultural and social differences among clients.

Meets Expectations

12, 13, 14, 15

Effectively adapted communication to the cultural and social differences among clients.

Exceeds Expectations

16, 17, 18

Very effectively adapted communication to the cultural and social differences among clients.

3. Determine customer/client needs?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at determining customer/client needs were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately determined customer/client needs.

Meets Expectations

12, 13, 14, 15

Effectively determined customer/client needs.

Exceeds Expectations

16, 17, 18

Very effectively determined customer/client needs.

4. Handle difficult customers?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at handling difficult customers were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately handled difficult customers.

Meets Expectations

12, 13, 14, 15

Effectively handled difficult customers.

Exceeds Expectations

16, 17, 18

Very effectively handled difficult customers.

5. Determine ways of reinforcing the company's image through employee performance?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at determining ways of reinforcing the company's image through employee performance were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately determined ways of reinforcing the company's image through employee performance.

Meets Expectations

12, 13, 14, 15

Effectively determined ways of reinforcing the company's image through employee performance.

Exceeds Expectations

16, 17, 18

Very effectively determined ways of reinforcing the company's image through employee performance.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1, 2

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

3, 4, 5

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

6, 7, 8

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____

APPAREL AND ACCESSORIES MARKETING



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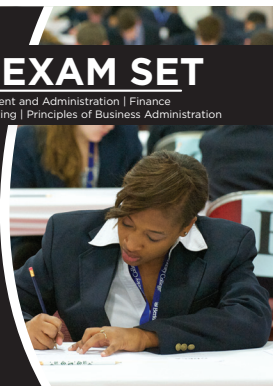
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