



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Economics

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 of global trade.
2. Identify the effects of global trade on retailing.
3. Explain the concept of economic resources.
4. Explain the nature of channel-member relationships.
5. Describe ethical considerations in channel management.



EVENT SITUATION

You are to assume the role of merchandise manager for the MORNING SUN, a popular brand of apparel targeted at young adults. The director of merchandising (judge) has asked you to explain the pros and cons of outsourcing production to a developing country and make a final recommendation.

Not only has the poor economy caused a decrease in sales for the MORNING SUN brand, it has also raised the expenses associated with production of MORNING SUN merchandise. The brand uses an apparel production company located in the United States and it, too, has been hit hard by the economy. The production company has nearly tripled its fees due to material cost and overhead expenses. To stay competitive and profitable, MORNING SUN needs to cut costs.

It is not uncommon for apparel companies to outsource production of inventory to developing countries overseas. In 2011, 90% of apparel companies outsourced production. Costs for human labor are significantly less expensive in developing countries and apparel production is primarily human labor. If MORNING SUN were to outsource, it would save 60% on production costs.

The director of merchandising for MORNING SUN (judge) is aware that the pros and cons of outsourcing production to a developing country need to be heavily weighed before a decision is made. The director (judge) has asked you to explain the pros and cons and to make a final recommendation for MORNING SUN'S production. The director (judge) wants you to suggest ways to overcome any negativity or obstacles associated with your decision.

You will present your recommendation to the director of merchandising (judge) in a role-play to take place in the director'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 your recommendation and have answered the director's (judge's) questions, the director of merchandising (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 director of merchandising for the MORNING SUN, a popular brand of apparel targeted at young adults. You have asked the merchandise manager (participant) to explain the pros and cons of outsourcing production to a developing country and make a final recommendation.

Not only has the poor economy caused a decrease in sales for the MORNING SUN brand, it has also raised the expenses associated with production of MORNING SUN merchandise. The brand uses an apparel production company located in the United States and it, too, has been hit hard by the economy. The production company has nearly tripled its fees due to material cost and overhead expenses. To stay competitive and profitable, MORNING SUN needs to cut costs.

It is not uncommon for apparel companies to outsource production of inventory to developing countries overseas. In 2011, 90% of apparel companies outsourced production. Costs for human labor are significantly less expensive in developing countries and apparel production is primarily human labor. If MORNING SUN were to outsource, it would save 60% on production costs.

You are aware that the pros and cons of outsourcing production to a developing country need to be heavily weighed before a decision is made. You have asked the merchandise manager (participant) to explain the pros and cons and to make a final recommendation for MORNING SUN'S production. You also want the merchandise manager (participant) to suggest ways to overcome any negativity or obstacles associated with your decision.

The merchandise manager (participant) will present a recommendation to you in a role-play to take place in your office. You will begin the role-play by greeting the merchandise 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. Did our young adult target market weigh into your decision?
2. Will your decision draw media attention?
3. What is one reason NOT to agree with your recommendation?

Once the merchandise manager (participant) has made a recommendation and has answered your questions, you will conclude the role-play by thanking the merchandise 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.

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.



APPAREL AND ACCESSORIES MARKETING SERIES, 2014

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE EVENT**

INSTRUCTIONAL AREA: Economics

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Explain the nature of global trade?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify the effects of global trade on retailing?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the concept of economic resources?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the nature of channel-member relationships?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Describe ethical considerations in channel management?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						