



## **OCCUPATIONAL CATEGORY**

Apparel and Accessories Marketing Series  
Associate Level

## **INSTRUCTIONAL AREA**

Selling, Product/Service Management

# **PARTICIPANT INSTRUCTIONS**

## **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including Performance Indicators Evaluated 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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge.
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

## **PERFORMANCE INDICATORS EVALUATED**

1. Analyze customers (apparel and accessories).
2. Explain key factors in building a clientele.
3. Explain the concept of product mix.
4. Explain the concepts of market and market identification.
5. Explain the nature and scope of the product/service management function.

## EVENT SITUATION

You are to assume the role of senior salesperson at KICKS, a specialty store that presently offers mostly casual lines of women's clothing. The store's manager (judge) has asked you to suggest changes in merchandise and services to appeal to a new market.

KICKS offers self-service customer merchandise selection and accepts major credit cards. The store is located just outside a medium-size city in an area where many companies are locating their offices. The store manager (judge) sees this as an opportunity to provide professional clothing for young working women. You have been asked by the store manager (judge) to develop suggestions for merchandise and service changes that will increase sales to young working women.

The current clothing and accessories casual lines include:

1. Jeans, slacks, skirts and shorts
2. Fashion T-shirts, blouses and sweater.
3. Costume jewelry, purses/handbags, belts, hosiery and hair accessories

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

Judge's questions:

During the course of the role-play you are to ask the following questions of each participant:

1. What are the risks of trying to cater to a different customer group using different lines of clothing?
2. Why do you think your suggestions will be successful with our new target customer?

Once the participant has completed his/her presentation and answered your questions, you may conclude the role-play by saying you will consider the participant's suggestions.

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

## JUDGE'S EVALUATION FORM

### AAAL

#### DID THE PARTICIPANT:

##### 1. Analyze customers (apparel and accessories)?

**POOR****0, 2**

Mentioned that it is important to analyze the target customers, but did not explain.

**FAIR****4, 6, 8**

Adequately explained the importance of analyzing the target customers.

**GOOD****10, 12, 14**

Effectively explained the importance of analyzing the target customers.

**EXCELLENT****16, 18**

Very effectively explained the importance of analyzing the target customers and compared them to the present customers.

##### 2. Explain key factors in building a clientele?

**POOR****0, 2**

Identified, but did not explain, some key factors in building a clientele.

**FAIR****4, 6, 8**

Adequately explained the key factors in building a clientele.

**GOOD****10, 12, 14**

Effectively explained the key factors in building a clientele.

**EXCELLENT****16, 18**

Very effectively explained the key factors in building a clientele; related the explanation to new target customers for the store.

##### 3. Explain the concept of product mix?

**POOR****0, 2**

Explanation of product mix was weak or incomplete.

**FAIR****4, 6, 8**

Developed an adequate product mix for the new target customers.

**GOOD****10, 12, 14**

Developed an effective product mix for the new target customers.

**EXCELLENT****16, 18**

Developed a highly effective product mix for the new target customers while also considering the present customers.

##### 4. Explain the concepts of market and market identification?

**POOR****0, 2**

Explanation of the concepts of market and market identification was inadequate or unclear.

**FAIR****4, 6, 8**

Adequately explained the concepts of market and market identification.

**GOOD****10, 12, 14**

Effectively explained the concepts of market and market identification

**EXCELLENT****16, 18**

Very effectively explained the concepts of market and market identification as related to the store's target customers.

##### 5. Explain the nature and scope of the product/service management function?

**POOR****0, 2**

Explanation of the nature and scope of the product/service management function was weak or incomplete.

**FAIR****4, 6, 8**

Adequately explained the nature and scope of the product/service management function in this situation.

**GOOD****10, 12, 14**

Effectively explained the nature and scope of the product/service management function in this situation.

**EXCELLENT****16, 18**

Very effectively explained the nature and scope of the product/service management function in this situation.

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

**POOR****0, 1**

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

**FAIR****2, 3, 4**

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

**GOOD****5, 6, 7**

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

**EXCELLENT****8, 9, 10**

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