

Fashion Merchandising Promotion Plan, 2009

Sponsored by

The Fashion Institute of Design & Merchandising

Purpose

The purpose of the Fashion Merchandising Promotion Plan is to provide an opportunity for the participant to demonstrate promotional competencies and other competencies needed by management personnel.

The Fashion Merchandising Promotion Plan provides the participant with the opportunity to

- ◆ develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store
- ◆ present the plan in a role-playing situation to the store manager

Procedure

- This event consists of **outlined fact sheets**, the **written comprehensive exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score.
- This event entry will be composed of **one to three members** of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, **comprehensive exam** testing knowledge of the National Curriculum Framework and performance indicators specific to fashion and apparel. In the case of group entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a presentation of and defense for the promotion followed by 5 minutes of the judge's questioning.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the 5 minutes following the presentation.

Skills Developed

The participant will demonstrate skills described by the performance indicators for general marketing as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- promotional budgeting skills

Complete lists of performance indicators are available from DECA's Web site, www.deca.org/celisting.html.

Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Written Entry Checklist.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

FASHION MERCHANDISING PROMOTION PLAN
 Name of DECA chapter
 Name of high school
 School address
 City, State/Province, ZIP/Postal Code
 Name of participant
 E-mail address
 Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participant will prepare Fashion Merchandising Promotion Plan fact sheets. The fact sheets, in outline form, shall be limited to a maximum of 11 pages (not including title page and table of contents). The fact sheets must include the following (refer also to the Written Entry Checklist and Presentation Evaluation Form):

- I. EXECUTIVE SUMMARY
One-page description of the plan
- II. DESCRIPTION OF THE STORE
- III. OBJECTIVES—What the promotional campaign is to accomplish
- IV. SCHEDULE OF EVENTS—Promotional activity(ies) must include the following:
 - A. Special events (example: fashion shows, demonstrations)
 - B. Advertising (example: paid/co-op advertisement in various types of media)
 - C. Display (example: interior and exterior)
 - D. Publicity (example: press releases sent to various types of media)
 - E. Other in-store activity(ies) (example: involvement of sales employees, etc.)
- V. RESPONSIBILITY SHEET (assigned positions and activity(ies), etc.)
- VI. BUDGET (detailed projections of actual cost, Section IV A-E)
- VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT
- VIII. BIBLIOGRAPHY
- IX. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline above, when preparing your entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The *Written Event Statement of Assurances* must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participant may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written outline must be limited to 11 pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve an advantage due to the quality of word-processing equipment available.)
8. All material must be shown on standard 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the manual, including the title page and table of contents. Photographs in the manual must be scanned and placed as digital files.
10. The entry must follow the sequence outlined. Additional subsections are permitted.
11. The table of contents should follow the title page.

Presentation Guidelines

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participant will present to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant.
- The participant will spend not more than 15 minutes (after introductions) setting up visual aids and delivering the oral presentation. The participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participant. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- Visual aids that are appropriate for an actual in-store situation may be used. Appropriate visual aids include merchandise, slides (no sound), and not more than three (3) standard-sized posters 22 inches by 30 inches each (variable by ¹/₂ inch) and/or one (1) standard-sized presentation display board 36 inches by 48 inches (variable by ¹/₂ inch). Participant may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the participant will be permitted, and the participant must set up the visuals. Participant is allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Participant is also allowed to make use of a personal laptop computer and/or a hand-held digital organizer he/she provides. The participant must furnish his/her own materials and equipment.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Presentation Judging

The participant will assume the role of a management trainee. The store manager has assigned the participant the task of preparing a seasonal, one- to four-week sales promotion campaign for the store or a department in the store. The participant is encouraged to use a real retail store (of any size) as a basis for the research and planning, which must be for one store or a department within the store where sales promotion planning is actually done in-store.

During the first 15 minutes of the presentation (after introductions), the participant will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participant on his/her proposal. To ensure fairness, you must ask each participant the same questions—one from each of the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate based on your notes, which you may refer to during the presentation, or the presentation itself.

The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the Written Entry, which explains in greater detail what should be discussed in each section. As you read, ask yourself, “Will this work? Is it realistic? Does the writer sound knowledgeable? Is the writer communicating clearly?” Ultimately, you must decide, “Would I approve this promotional plan if I were the manager?”

Familiarize yourself with all of the guidelines before starting to evaluate the entry. (Penalty points have already been assigned to the written entry. See the Written Entry Checklist.) As you evaluate the presentation, please be sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has been done).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space provided at the right. No score filled in or extended means that the participant will receive a zero for that area.
- ◆ ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.
- ◆ double-check to ensure that you have scored every category.
- ◆ total your score. The series director will double-check all addition.

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 presented 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 proposal that earns a score of 70 or better would probably be approved (with only minor modifications) by a manager. A combined total score of 70 or better on the written and presentation sections will earn the participant 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 plan (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the plan at all).

After the questioning period, please thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.

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

We thank you for your help.

(Continued on next page)

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Participant(s): _____

Presentation Evaluation Form

I.D. Number: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends	7-6	5	4-3-2	1-0	_____
2. The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques	7-6	5	4-3-2	1-0	_____
3. The budget is realistic for the promotion plan based on the size and location of the store.....	7-6	5	4-3-2	1-0	_____
4. The schedule of events shows continuity and logical order	7-6	5	4-3-2	1-0	_____
5. The responsibility sheet is compatible with the size and location of the store as described.....	7-6	5	4-3-2	1-0	_____
6. The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?.....	14-13	12 to 10	9 to 5	4 to 0	_____
7. The oral presentation and the written plan are logical, complete and workable for the particular situation	16 to 14	13 to 10	9 to 5	4 to 0	_____
8. The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training	14-13	12 to 10	9 to 5	4 to 0	_____
9. Participant overcame objections by answering the judge's questions	14-13	12 to 10	9 to 5	4 to 0	_____
10. Professional layout, neatness, proper grammar, spelling and word usage.....	7-6	5	4-3-2	1-0	_____

Total Possible Points: 100

Judge's Total Score: _____

LESS PENALTY POINTS: _____

TOTAL SCORE: _____

Judge: A B C D E F G H I J (circle one)