



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

INTERNATIONAL MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific 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 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- 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
- 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
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Define brand strategy.
2. Plan product mix.
3. Explain business ethics in product/service management.
4. Develop marketing plan.

5. Explain the nature of channel strategies.

CASE STUDY SITUATION

You are the director of brand management and the director of marketing for SECRET CLOSET, the number one retailer of women's intimate apparel in the United States and Canada. SECRET CLOSET has over 1,000 physical store locations, a popular e-commerce website and a direct mail catalog. The brand is known for provocative, sometimes racy bras and undergarments and an annual televised fashion show that features supermodels wearing the brand's newest undergarment products.

SECRET CLOSET has become the most recognized brand in intimate apparel. The brand began by simply marketing and selling women's undergarments and lingerie. Along with physical store locations, SECRET CLOSET also offered customers a direct mail catalog and website, for those customers that are unwilling to purchase those items in public. The direct mail catalog had over a billion dollars in sales last year, so it is still a very lucrative sales channel for the company.

The brand expanded its merchandise to include pajamas, loungewear, hosiery, fragrances, shoes, lotions, makeup, hair products and an assortment of women's apparel. The women's apparel and shoes are only available through the direct mail catalog. Executives did not want to use up valuable space in SECRET CLOSET stores with regular apparel and wanted the focus to be the brand's mainstay; intimate apparel.

Last year, the Asian market overtook the United States market to become the world's biggest magnet for foreign direct investment. More than \$128 billion went into China last year and \$114 billion into Hong Kong. China has quickly become the world's biggest emerging middle class.

SECRET CLOSET will soon be expanding to China. The retailer is looking to open five physical store locations in Shanghai and five in Hong Kong. The retailer is excited to expand into the Asian market, but is concerned about the cultural and social customs associated with undergarments. In China, it is taboo to showcase undergarments, especially for women. The majority of Chinese have utilitarian tastes in undergarments and do not want anything flashy or racy.

Executives at SECRET CLOSET are excited about the upcoming expansion but need your help in planning the brand strategy for the introduction into the Asian market.

YOUR CHALLENGE

The senior vice president of SECRET CLOSET wants your team to plan the brand strategy for introducing SECRET CLOSET in Shanghai and Hong Kong. The senior vice president wants you to determine which products to offer the Asian market in the ten store locations and recommendations for other sales channels.

The senior vice president also wants you to develop a marketing plan that includes ideas for promotions, advertising and marketing campaigns for the new Asian market.



INTERNATIONAL MARKETING, 2017

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Define brand strategy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Plan product mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain business ethics in product/service management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the nature of channel strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						