



**2011-12 Missouri DECA
Mini Competitive Events**

CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Apparel and Accessories Marketing

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions including performance indicators and the event situation. You will have 10 minutes to review this information to determine how you will handle the role play situation and demonstrate the competencies of this event. During the preparation period, you may make notes to use during the role-play presentation. You must turn in this sheet to the facilitator upon completion of the 10 minute prep time.
2. You will have up to 10 minutes to role-play your situation with a judge
3. You will be evaluated on how well you meet the competencies of this event
4. Turn in all of your notes and event materials when you have completed the role play

PERFORMANCE INDICATORS

1. Create a SWOT Analysis for the business venture
2. Explain the connection of the business venture to each of the seven marketing core functions
 - a. Channel Management
 - b. Marketing Information Management
 - c. Market Planning
 - d. Pricing
 - e. Product/Service Management
 - f. Promotion
 - g. Selling

EVENT SITUATION

You will assume the role as a high school marketing student/DECA member. Your sister (judge) has come to you to gain insight and advice for a purse business that she would like to start. She has been creating unique, one-of-a-kind purses and accessories for the past five years (since she was 13). She did not take marketing as a high school student; however, she has taken several business courses and is currently enrolled in a community college taking general education courses. She knows that you are an active DECA member and you have been studying a variety of concepts in your marketing class.

Your sister has been very successful with this purse hobby by creating and sewing a variety of purses for friends, family and a few community members. Help her create a plan of action to see if this hobby can be a successful business venture for her future!