



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Marketing

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge. (you may have more than one judge)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Determine menu pricing.
2. Explain the role of promotion as a marketing function.
3. Describe marketing functions and related activities.
4. Explain factors that influence customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.

EVENT SITUATION

You are to assume the role of chief marketing officer for QUALITY BURGER, a fast-casual burger chain. The CEO (judge) has asked you to fully design a marketing concept idea that will encourage more frequent repeat business and spur additional purchases.

QUALITY BURGER is a relatively new burger chain, opening its first fast-casual restaurant only a decade ago. The chain has become wildly popular due to the fresh ingredients and hip atmosphere of the restaurants. The menu features a variety of gourmet hamburgers, chicken sandwiches, french fries, onion rings, sodas and milkshakes. All items are available a la carte.

The most popular menu item is the *Q-Burger*: a traditional cheeseburger with ketchup, lettuce, onion, pickles and special sauce. The *Q-Burger* is priced at \$6.50. It is the least expensive of all the gourmet burgers on the menu, but is definitely the most ordered at all 350 QUALITY BURGER locations.

In an attempt to drive more frequent repeat business, the CEO (judge) is interested in developing and selling a *Q-Pass*. The *Q-Pass* would allow the customer to purchase one *Q-Burger* per day for a promotional price. The *Q-Pass* would only be valid for a limited number of days and could only be used once per day during that promotional time period. The CEO (judge) hopes that with using a *Q-Pass*, the customer would then purchase additional menu items to accompany the *Q-Burger*.

The CEO (judge) wants your help in developing the *Q-Pass* program. Keeping in mind that the main goal is for *Q-Pass* to be a marketing tool and not simply for customer relations, the CEO (judge) wants you to decide:

- *Q-Pass* price
- *Q-Pass* time period (how many days will the pass be valid)
- Methods to market *Q-Pass* to QUALITY BURGER customers
- Promotional considerations

You will present your *Q-Pass* ideas to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the information and have answered the CEO's (judge's) questions, the CEO (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. 21st Century Skills and 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 CEO for QUALITY BURGER, a fast-casual burger chain. You have asked the chief marketing officer (participant) to fully design a marketing concept idea that will encourage more frequent repeat business and spur additional purchases.

QUALITY BURGER is a relatively new burger chain, opening its first fast-casual restaurant only a decade ago. The chain has become wildly popular due to the fresh ingredients and hip atmosphere of the restaurants. The menu features a variety of gourmet hamburgers, chicken sandwiches, french fries, onion rings, sodas and milkshakes. All items are available a la carte.

The most popular menu item is the *Q-Burger*: a traditional cheeseburger with ketchup, lettuce, onion, pickles and special sauce. The *Q-Burger* is priced at \$6.50. It is the least expensive of all the gourmet burgers on the menu, but is definitely the most ordered at all 350 QUALITY BURGER locations.

In an attempt to drive more frequent repeat business, you are interested in developing and selling a *Q-Pass*. The *Q-Pass* would allow the customer to purchase one *Q-Burger* per day for a promotional price. The *Q-Pass* would only be valid for a limited number of days and could only be used once per day during that promotional time period. You hope that with using a *Q-Pass*, the customer would then purchase additional menu items to accompany the *Q-Burger*.

You want the the chief marketing officer's (participant's) help in developing the *Q-Pass* program. Keeping in mind that the main goal is for *Q-Pass* to be a marketing tool and not simply for customer relations, you want the chief marketing officer (participant) to decide:

- *Q-Pass* price
- *Q-Pass* time period (how many days will the pass be valid)
- Methods to market *Q-Pass* to QUALITY BURGER customers
- Promotional considerations

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the 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. Should we allow *Q-Passes* to be transferrable?
2. When is the best time of year to begin the *Q-Pass* program?
3. Do you think we need to accommodate for our vegetarian customers?

Once the chief marketing officer (participant) has presented the information and has answered your questions, you will conclude the role-play by thanking the chief marketing officer (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.



QUICK SERVE RESTAURANT MANAGEMENT SERIES, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine menu pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						