



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Information Management

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. Assess information needs.
2. Identify information monitored for marketing decision making.
3. Describe methods used to collect business information.
4. Solicit feedback.
5. Demonstrate awareness of operational needs.

EVENT SITUATION

You are to assume the role of director of marketing for FIESTA, a quick service restaurant chain specializing in Mexican inspired fare. The vice president (judge) has asked you to create an outline for market research that will help the company determine the cause of decline in revenue and methods to revitalize the brand.

For over two decades, FIESTA has been trying to gain favor from fast food customers wanting to experience good quality, Mexican-inspired food. With over 500 restaurants across the nation, FIESTA serves better quality food than its number one rival, TACO WIN. FIESTA'S food is of higher quality and uses fresher ingredients, with recipes constructed from chefs with Mexican heritage. Higher quality ingredients mean more expensive ingredients, therefore the menu reflects a higher a price point than TACO WIN. A simple beef soft shell taco at TACO WIN costs \$1.29, but costs \$1.99 at FIESTA.

Executives at FIESTA wanted to set itself apart from TACO WIN. FIESTA was to be the dining destination for true fans of Mexican inspired food, while TACO WIN focused on gimmicky menu items that have little to do with the cultural cuisine. Each FIESTA location has a sophisticated design with cloth napkins and real cutlery, offering customers the feel of a full-service restaurant. FIESTA also set itself apart from TACO WIN by not engaging in silly promotions or coupons.

The last earnings report for FIESTA showed a revenue decline of 4.9% and same store sales down 4% yet again. At the same time, TACO WIN is showing increases in same store sales; it seems that customers want TACO WIN. Even though FIESTA has far superior food, better dining designs and a hint of sophistication, customers prefer TACO WIN.

The vice president (judge) and other executives want to begin the process of rebranding and re-launching FIESTA to better serve customers. The first step in beginning the rebranding process is to find out what customers want and do not want. The vice president (judge) has asked you to create an outline for marketing research that will be conducted to find out what changes or additions can be made to FIESTA that will better serve the public. The vice president (judge) wants you to include inquiries about product, prices, restaurant type and promotions in your research.

The outline must include:

- Sample plan (who, how many, how chosen)
- Specific questions
- Data-collection methods
- Incentives to solicit feedback

You will present your outline of marketing research to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the outline and have answered the vice president's (judge's) questions, the vice president (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 vice president for FIESTA, a quick service restaurant chain specializing in Mexican-inspired fare. You have asked the director of marketing (participant) to create an outline for market research that will help the company determine the cause of decline in revenue and methods to revitalize the brand.

For over two decades, FIESTA has been trying to gain favor from fast food customers wanting to experience good quality, Mexican inspired food. With over 500 restaurants across the nation, FIESTA serves better quality food than its number one rival, TACO WIN. FIESTA'S food is of higher quality and uses fresher ingredients, with recipes constructed from chefs with Mexican heritage. Higher quality ingredients mean more expensive ingredients, therefore the menu reflects a higher a price point than TACO WIN. A simple beef soft shell taco at TACO WIN costs \$1.29, but costs \$1.99 at FIESTA.

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You and other executives want to begin the process of rebranding and re-launching FIESTA to better serve customers. The first step in beginning the rebranding process is to find out what customers want and do not want. You have asked the director of marketing (participant) to create an outline for marketing research that will be conducted to find out what changes or additions can be made to FIESTA that will better serve the public. You want the director of marketing (participant) to include inquiries about product, prices, restaurant type and promotions in the research.

The outline must include:

- Sample plan (who, how many, how chosen)
- Specific questions
- Data-collection methods
- Incentives to solicit feedback

The participant will present the outline 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 any other stakeholder participate in the research?
2. Do you think we will be able to make changes and additions to our brand while still maintaining our identity?
3. How long should the marketing research last before we end the research phase and analyze the data?

Once the director of marketing (participant) has presented the research outline and has answered your questions, you will conclude the role-play by thanking the director of marketing (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
Information Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Assess information needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify information monitored for marketing decision making?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe methods used to collect business information?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Solicit feedback?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate awareness of operational needs?	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						