



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Product/Service 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. Explain the nature of product/service branding.
2. Communicate core values of product/service.
3. Identify product's/service's competitive advantage.
4. Explain the concept of competition.
5. Explain the use of a variety of sauces.

EVENT SITUATION

You are to assume the role of director of marketing for CHICKEN STAR, a quick service restaurant chain specializing in chicken sandwiches, salads, strips and nuggets. The director of merchandising (judge) has asked you to analyze the possibility of selling a CHICKEN STAR product in retail stores.

CHICKEN STAR first began in the 1960s, with locations in southern states. Since that time, the chain has become one of the most popular and profitable quick serve restaurants and has close to 2,000 locations in both the US and Canada. The menu is simple and kept to chicken products, including breakfast items. The price point at CHICKEN STAR is higher than other quick serve establishments, but due to the high quality of the food and superior customer service, customers have not complained.

Customers are given the option of a CHICKEN STAR dipping sauce when placing an order. Originally the dipping sauces were meant to accompany chicken strips or chicken nuggets, but customers frequently request the dipping sauces for chicken sandwiches or french fries. Dipping sauces come in individual sizes and are free of charge with an order. There are five varieties of dipping sauce: barbeque, ranch, jalapeno, sweet and sour and STAR original. STAR original is a specialty sauce with unique flavors that resemble thousand island salad dressing.

CHICKEN STAR dipping sauces have gained so much notoriety that a user-generated Facebook page has been created, called “Fans of CHICKEN STAR Dipping Sauce.” Marketers have used the product’s popularity in advertising campaigns, asking customers to “Declare your favorite.” Executives at CHICKEN STAR were surprised by the amount of attention paid to a non-menu item.

The director of merchandising (judge) thinks there would be many benefits to bottling the dipping sauces and selling them in retail stores. It would be a method for the company to profit from the popular item that is free in the restaurants. The director of merchandising (judge) needs your help in developing this idea, specifically analyzing the following:

- Are there similar products on the market?
- Are there uses for bottled CHICKEN STAR dipping sauce?
- How many ounces in bottled dipping sauce and suggested price?
- How would bottled dipping sauce positively and negatively affect the CHICKEN STAR brand?
- Overall recommendation for if CHICKEN STAR should sell bottled dipping sauce in retail stores

You will present your product analysis and recommendation to the director of merchandising (judge) in a role-play to take place in the director’s (judge’s) office. The director of merchandising (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 director’s (judge’s) questions, the director (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 director of merchandising for CHICKEN STAR, a quick service restaurant chain specializing in chicken sandwiches, salads, strips and nuggets. You have asked the director of marketing (participant) to analyze the possibility of selling a CHICKEN STAR product in retail stores.

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You think there would be many benefits to bottling the dipping sauces and selling them in retail stores. It would be a method for the company to profit from the popular item that is free in the restaurants. You need the director of marketing’s (participant’s) help in developing this idea, specifically analyzing the following:

- Are there similar products on the market?
- Are there uses for bottled CHICKEN STAR dipping sauce?
- How many ounces in bottled dipping sauce and suggested price?
- How would bottled dipping sauce positively and negatively affect the CHICKEN STAR brand?
- Overall recommendation for if CHICKEN STAR should sell bottled dipping sauce in retail stores

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. If we go ahead with this project, should we also sell the bottled product in our restaurants? Why or why not?
2. If we start with a test market, how many cities should we include in the test market?
3. Who is the target market for the bottled dipping sauce?

Once the director of marketing (participant) has presented the information 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

Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the use of a variety of sauces?	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						