



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Identify the elements of the promotional mix.
2. Explain types of promotion.
3. Explain the role of promotion as a marketing function.
4. Describe factors used by marketers to position products/services.
5. Describe current business trends.

EVENT SITUATION

You are to assume the role of promotions manager for KINGS, a national quick-serve restaurant chain. The CEO of KINGS (judge) wants you to develop a promotional strategy that will stand up to the competition and increase sales.

KINGS is known for fresh hand-made hamburgers, delicious fresh onion rings, and homemade French fries. Increased competition in the field of quick-serve restaurants and the latest health trends make it important for KINGS to design a promotional strategy that will attract more business.

America has become increasingly concerned about the obesity problem for youth and adults. Some quick-serve restaurants have chosen to ignore this statistic and are offering 4-patty hamburgers and options to upsize meals for little additional cost. Others are cutting out all trans-fats and offering several low-fat, low calorie options on their menus. The CEO of KINGS (judge) realizes the menu items are not healthy, but feels it should only be eaten in moderation.

The CEO of KINGS (judge) wants you to develop a promotion that will bring more customers to the restaurant and increase sales. The plan must be sensitive to the obesity issue in the United States, yet not ignore KINGS famous fried food.

You will present your ideas in a role-play to the CEO of KINGS (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 promotional plan for increasing sales for KINGS. After you have described your plan of action 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. 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 of KINGS, a national quick-serve restaurant chain. You have asked the promotions manager (participant) to develop a promotional strategy that will stand up to the competition and increase sales.

KINGS is known for fresh hand-made hamburgers, delicious fresh onion rings, and homemade French fries. Increased competition in the field of quick-serve restaurants and the latest health trends make it important for KINGS to design a promotional strategy that will attract more business.

America has become increasingly concerned about the obesity problem for youth and adults. Some quick-serve restaurants have chosen to ignore this statistic and are offering 4-patty hamburgers and options to upsize meals for little additional cost. Others are cutting out all trans-fats and offering several low-fat, low calorie options on their menus. You realize the menu items are not healthy, but feel it should only be eaten in moderation.

You want the promotions manager (participant) to develop a promotion that will bring more customers to the restaurant and increase sales. The plan must be sensitive to the obesity issue in the United States, yet not ignore KINGS famous fried food.

The promotions manager (participant) will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the promotions manager (participant) and asking to hear about his/her unique promotion plan for KINGS.

During the course of the role-play you are to ask the following questions of each participant:

1. What are the greatest strengths that **KINGS** can use in a promotion plan?
2. Do you think the need for comfort food will ever go away?
3. Would adding healthier menu items go against our “burgers and fries” image?

Once the promotions manager (participant) has presented a plan for **KINGS** and has answered your questions, you will conclude the role-play by thanking the promotions manager (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

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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.

**JUDGE'S EVALUATION FORM
QSRM**

DID THE PARTICIPANT:

1. Identify the elements of the promotional mix?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to identify the elements of the promotional mix were inadequate or weak.	Adequately identified the elements of the promotional mix.	Effectively identified the elements of the promotional mix.	Very effectively identified the elements of the promotional mix.

2. Explain types of promotion?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain types of promotion were inadequate or weak.	Adequately explained types of promotion.	Effectively explained types of promotion.	Very effectively explained types of promotion.

3. Explain the role of promotion as a marketing function?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain the role of promotion as a marketing function were inadequate or unclear.	Adequately explained the role of promotion as a marketing function.	Effectively explained the role of promotion as a marketing function.	Very effectively explained the role of promotion as a marketing function.

4. Describe factors used by marketers to position products/services?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to describe factors used by marketers to position products/services were inadequate or unclear.	Adequately described factors used by marketers to position products/services.	Effectively described factors used by marketers to position products/services.	Very effectively described factors used by marketers to position products/services.

5. Describe current business trends?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to describe current business trends were inadequate or weak.	Adequately described current business trends.	Effectively described current business trends.	Very effectively described current business trends.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1	2, 3, 4	5, 6, 7	8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Professional Development
Human Resource Management

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PERFORMANCE INDICATORS

1. Discuss the nature of human resources management.
2. Orient new employees.
3. Explain the need for ongoing education as a worker.
4. Explain possible advancement patterns for jobs.
5. Identify skills needed to enhance career progression.

EVENT SITUATION

You are to assume the role of human resources director for fifteen BUS STOP restaurants. The owner of the chain (judge) has asked you to develop a strategy to entice quality employees to BUS STOP restaurants.

BUS STOP restaurants are located in a large metropolitan area of 300,000 people. The area has a state university, three private universities, several private business and technology schools, a community college and six high schools. The growing city has numerous quick-serve restaurants that keep very busy. Despite the availability of students from the local schools, finding high quality, committed employees to work at the restaurants has become a major challenge.

Hiring and keeping good employees is one of the most difficult and important tasks for successful entrepreneurs. Employees expect good wages while employers expect dedicated employees. The turnover rate in the restaurant industry is close to 100% each year. Employers must budget enough money to train new employees and pay wages that will attract good employees. BUS STOP estimates that it costs \$150 to train an employee, and keeping long-term employees is one of their top goals. Due to a high employee turnover rate in the restaurant business, integrating new staff into the existing employee base is very important. Long-term employees must act as positive mentors for the new employees. The long-term employees are expected to train new employees and need incentives for the extra responsibility.

The owner of the fifteen BUS STOP restaurants (judge) has asked you to develop a successful strategy to locate, recruit, hire, train and retain the best possible employees. Each store requires 15 to 20 employees during the week. You must describe wages and extra perks that will attract and keep the best employees. You also must explain incentives for long-term employees who are expected to train the new employees.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your plan. After you have described your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of fifteen BUS STOP restaurants. You have asked your human resources director (participant) to develop a strategy to entice quality employees to the BUS STOP chain.

BUS STOP restaurants are located in a large metropolitan area of 300,000 people. The area has a state university, three private universities, several private business and technology schools, a community college and six high schools. The growing city has numerous quick-serve restaurants that keep very busy. Despite the availability of students from the local schools, finding high quality, committed employees to work at the restaurants has become a major challenge.

Hiring and keeping good employees is one of the most difficult and important tasks for successful entrepreneurs. Employees expect good wages while employers expect dedicated employees. The turnover rate in the restaurant industry is close to 100% each year. Employers must budget enough money to train new employees and pay wages that will attract good employees. BUS STOP estimates that it costs \$150 to train an employee, and keeping long-term employees is one of their top goals. Due to a high employee turnover rate in the restaurant business, integrating new staff into the existing employee base is very important. Long-term employees must act as positive mentors for the new employees. The long-term employees are expected to train new employees and need incentives for the extra responsibility.

You have asked the human resources manager (participant) to develop a successful strategy to locate, recruit, hire, train and retain the best possible employees. Each store requires 15 to 20 employees during the week. The human resources manager (participant) must describe wages and extra perks that will attract and keep the best employees. The human resource manager (participant) also must explain incentives for long-term employees who are expected to train the new employees.

The human resources director (participant) will present a plan to you in a role-play to take place in your office. You will begin the role-play by greeting the human resources director (participant) and asking to hear his/her suggestions.

During the course of the role-play you are to ask the following questions of each participant:

1. How can BUS STOP instill loyalty in the employees they hire?
2. What is the advantage of hiring high school students?
3. What are some extra perks that BUS STOP can offer employees to increase the loyalty of their work force?

Once the human resources director (participant) has presented a plan for improving business at BUS STOP and has answered your questions, you will conclude the role-play by thanking the human resources director (participant) for his/her 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

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CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Marketing-Information Management

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

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PERFORMANCE INDICATORS

1. Explain the nature and scope of marketing research.
2. Describe the need for marketing information.
3. Identify information monitored for marketing decision making.
4. Explain customer buying behavior.
5. Identify quality-control measures.

EVENT SITUATION

You are to assume the role of consultant for restaurant economic development. You have been hired by the CEO of VALENTINO'S Restaurant (judge) to determine the feasibility of locating other VALENTINO'S establishments into smaller communities throughout the state while ensuring profitability.

Frequently popular local restaurants in growing communities have the opportunity to expand the number of their locations throughout the city. The next stage of expansion involves locating the restaurant in cities throughout the state. The quality of food and service associated with the restaurant must be consistent at all locations to maintain the integrity of the original restaurant.

VALENTINO'S started as a family operation located near a major university 50 years ago. The outstanding pizza and Italian food served by VALENTINO'S has made it a favorite restaurant choice for college students, residents of the community, and the avid football fans who filled the 80,000-seat stadium on fall Saturdays. Long lines of customers wait to be seated. VALENTINO'S also counts on deliveries for 35 percent of its business. The immense popularity of VALENTINO'S has supported 10 additional locations throughout the city, populated by 300,000 people. VALENTINO'S has also started offering buffets of favorite menu items to expedite customer service. VALENTINO'S TO GO have been built throughout the city for quick pick-up of orders or quick lunch specials that include pizza, salad, spaghetti, and lasagna.

The CEO of VALENTINO'S (judge) now wants to expand the restaurant to cities throughout the state that have a population of 20,000 or more people. As a consultant for restaurant economic development, you must develop a strategy to determine the feasibility and potential profitability of new restaurant locations throughout the state. You must also recommend a plan to assure consistency of the food served by all VALENTINO'S. The CEO (judge) wants to know the advantages and disadvantages of offering the buffet for lunch and dinner. You must recommend the regular VALENTINO'S restaurant or VALENTINO'S TO GO for the smaller towns.

You will present your 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 plan for expanding VALENTINO'S throughout the state. After you have described your plan of action 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

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JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the CEO for VALENTINO'S, a popular local Italian restaurant in a college city with a population of 300,000. You have hired a consultant for restaurant economic development (participant) to determine the feasibility of locating other VALENTINO'S establishments into smaller communities throughout the state while ensuring profitability.

Frequently popular local restaurants in growing communities have the opportunity to expand the number of locations throughout the city. The next stage of expansion involves locating the restaurant in cities throughout the state. The quality of food and service associated with the restaurant must be consistent at all locations to maintain the integrity of the original restaurant.

VALENTINO'S started as a family operation located near a major university 50 years ago. The outstanding pizza and Italian food served by VALENTINO'S has made it a favorite restaurant choice for college students, residents of the community, and the avid football fans who filled the 80,000-seat stadium on fall Saturdays. Long lines of customers wait to be seated. VALENTINO'S also counts on deliveries for 35 percent of its business. The immense popularity of VALENTINO'S has supported 10 additional locations throughout the city, populated by 300,000 people. VALENTINO'S has also started offering buffets of favorite menu items to expedite customer service. VALENTINO'S TO GO have been built throughout the city for quick pick-up of orders or quick lunch specials that include pizza, salad, spaghetti, and lasagna.

You now want to expand the restaurant to cities throughout the state that have a population of 20,000 or more. You have asked a consultant for restaurant economic development (participant) to develop a strategy to determine the feasibility and potential profitability of new restaurant locations throughout the state. He/she must also recommend a plan to assure consistency of the food served by all VALENTINO'S. You want to know the advantages and disadvantages of offering the buffet for lunch and dinner, and you would like the consultant (participant) to decide whether the regular VALENTINO'S restaurant or VALENTINO'S TO Go would be best for the smaller towns.

The consultant for restaurant economic development (participant) will present the feasibility study 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 strategy for expanding VALENTINO'S throughout the state.

During the course of the role-play you are to ask the following questions of each participant:

1. Can VALENTINO'S offer menu prices that are affordable to citizens in smaller communities?
2. How can we assure that the quality of food offered by VALENTINO'S will be consistent throughout the state?

Once the consultant for restaurant economic development (participant) has presented a plan for VALENTINO'S and has answered your questions, you will conclude the role-play by thanking the consultant (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

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CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Selling
Product/Service Management

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

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PERFORMANCE INDICATORS

1. Explain key factors in building a clientele.
2. Discuss motivational theories that impact buying behavior.
3. Identify product opportunities.
4. Explain the concept of product mix.
5. Demonstrate a customer-service mindset.

EVENT SITUATION

You are to assume the role of marketing manager at BEEFY's, a fast food chain that specializes in roast beef sandwiches. The CEO (judge) has asked you to develop a plan to boost sales.

BEEFY's fast food restaurant was established over 50 years ago. Back then, most fast food chains offered hamburgers as their staple menu item. Part of BEEFY's original marketing plan was to be different, so there are no hamburgers on the BEEFY's menu. In a bold move, the chain offered roast beef sandwiches as their main menu item. No other fast food chain offered roast beef sandwiches, and BEEFY's was a huge success.

Throughout the years BEEFY's has added many fried side items such as French fries, onion rings, jalapeño poppers, tater tots and mozzarella sticks. BEEFY's has also added other roast beef sandwiches to the menu: a bigger sandwich, a sandwich with cheese, and a sandwich with onion rings on top. The last time additions were made to the menu was two years ago when fried apple pies were added to encourage customers to order dessert.

In the past five years, sales at BEEFY's have declined. While this trend seems normal, given the poor economic status across the country, BEEFY's has had a decline in same-store sales as well. Compared to last year's sales, BEEFY's same-store sales are down 9% from the year before. While the competition may have not had great sales in the past five years, their same-store sales have been comparable to years past.

The CEO of BEEFY's (judge) wants you to develop a plan to boost sales. The CEO (judge) would like you to consider what menu items could be added to draw more customers.

You will explain your plan 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 explained your plan and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your work.

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JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of CEO of BEEFY's, a fast food chain that specializes in roast beef sandwiches. You have asked the marketing manager (participant) to develop a plan to boost sales.

BEEFY's fast food restaurant was established over 50 years ago. Back then, most fast food chains offered hamburgers as their staple menu item. Part of BEEFY's original marketing plan was to be different, so there are no hamburgers on the BEEFY's menu. In a bold move, the chain offered roast beef sandwiches as their main menu item. No other fast food chain offered roast beef sandwiches, and BEEFY's was a huge success.

Throughout the years BEEFY's has added many fried side items such as French fries, onion rings, jalapeño poppers, tater tots and mozzarella sticks. BEEFY's has also added other roast beef sandwiches to the menu: a bigger sandwich, a sandwich with cheese, and a sandwich with onion rings on top. The last time additions were made to the menu was two years ago when fried apple pies were added to encourage customers to order dessert.

In the past five years, sales at BEEFY's have declined. While this trend seems normal, given the poor economic status across the country, BEEFY's has had a decline in same-store sales as well. Compared to last year's sales, BEEFY's same-store sales are down 9% from the year before. While the competition may have not had great sales in the past five years, their same-store sales have been comparable to years past. You want the marketing manager (participant) to develop a plan to boost sales. You would like the marketing manager (participant) to consider what menu items could be added to draw more customers.

The participant will explain the plan 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. The founders of our restaurant were proud to be offering different menu items than other restaurants, by making changes are we dishonoring that?
2. Do you consider the new menu items you have suggested fads?
3. Are there any menu items we should eliminate?

Once the marketing manager (participant) has explained the plan and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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