



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

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. Explain the nature and scope of the product/service management function.
2. Identify product opportunities.
3. Generate product ideas.
4. Explain the concept of product mix.
5. Explain the role of situation analysis in the marketing planning process

EVENT SITUATION

You are to assume the role of **General Manager** at **Hometown Burger**, a small fast-food chain that is known for their burgers, fries and shakes. The **Owner** (judge) has asked you to come up with a new product line that will increase revenue and grow market share.

Hometown Burger was established 12 years ago on the foundation of cooking quality food fast. The restaurant's motto of "made-to-order" has left customers coming back for more and helped launch 4 more locations. Hometown Burger is known for their burgers and fries and delicious shakes, but has recently adapted to other growing trends such as health conscious choices and snack sized portions. They have expanded their menu to include salads, wraps, and snack meals which are smaller portions compared to the deluxe combos.

The Owner (judge) has asked you to come up with the next big product line that will continue to increase revenue at the restaurants. You have noticed the growing trend of restaurants adding breakfast items to their menu. When you first mentioned the idea to the Owner (judge), he/she was hesitant because of the expanded hours of operation and that the move would be too far from what the restaurant does best. Since that time, the Owner (judge) has decided that it could be profitable after all, and would like to hear your ideas about this business opportunity.

In your meeting with the Owner (judge) you should explain both the positives and negatives of offering breakfast at Hometown Burger, innovative menu items that would differentiate from competitors, and a time frame for implementation.

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 ideas. After you have presented 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

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 **Owner** at **Hometown Burger**, a small fast-food chain that is known for their burgers, fries and shakes. You have asked your **General Manager** (participant) to come up with a new product line that will increase revenue and grow market share.

Hometown Burger was established 12 years ago on the foundation of cooking quality food fast. The restaurant's motto of "made-to-order" has left customers coming back for more and helped launch 4 more locations. Hometown Burger is known for their burgers and fries and delicious shakes, but has recently adapted to other growing trends such as health conscious choices and snack sized portions. They expanded their menu to include salads, wraps, and snack meals which are smaller portions compared to the deluxe combos.

You have asked the General Manager (participant) to come up with the next big product line that will continue to increase revenue at the restaurants. The General Manager (participant) mentioned the idea of expanding to breakfast, but you were hesitant at first because you would have to expand the restaurant's hours of operation, and it may be moving too far from what the restaurant does best. After thinking about it for awhile, you decide that it might be a profitable business opportunity after all, but would like to hear more details about the plan.

You have requested a meeting with the General Manager (participant) and have asked him/her to explain both the positives and negatives of offering breakfast at Hometown Burger, innovative menu items that would differentiate from competitors, and a time frame for implementation.

The participant will present 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. Who will develop the recipes and ensure product consistency?

Possible answers:

➤ *Have each of the head cooks at all locations prepare samples and have employees or a few regular customers do a taste-test. To ensure consistency, have training at all 5 locations on how to prepare menu items.*

2. What costs will be associated with adding a breakfast menu and will profits generated outweigh those costs?

Possible answers:

➤ *Main costs would be labor, but could also include electric and food costs. Will need to closely monitor revenue and profits during breakfast hours to make sure it profitable.*

Once the General Manager (participant) has presented and has answered your questions, you will conclude the role-play by thanking the General 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

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,
2015**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify product opportunities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Generate product ideas	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the concept of product mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the role of situation analysis in the marketing planning process	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						