



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Service

INSTRUCTIONAL AREA
Channel 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 channel management
2. Coordinate channel management with other marketing activities
3. Explain the nature of channel-member relationships
4. Explain the nature and scope of purchasing
5. Explain factors that influence customer/client/business buying behavior

EVENT SITUATION

You are to assume the role of **General Manager** at **Baja Grill Mexican restaurant**. You are meeting with the Owner, Mr. /Miss Chris Smith (judge), regarding possible food vendors for your soon-to-open restaurant.

Baja Grill is a new fast food restaurant specializing in Tex-Mex cuisine that will soon be opening in two locations in a Midwestern city with a population of 50,000. The restaurant menu will include prepared-to-order entrees such as burritos, tacos, quesadillas, and salads along with side items like beans, rice, tortilla chips, salsa and guacamole. This will also be the first fast food, prepared-to-order Tex-Mex restaurant in the city.

Currently, Baja Grill is in the process of choosing its food vendor. Before deciding to open his/her own restaurant, the Owner (judge) was a manager for over 10 years at a Mexican restaurant and was in charge of all purchasing. Chris Smith (judge) has noticed a trend in other restaurants in the area buying local. The Owner (judge) doesn't have any background in this since his/her experience was primarily from ordering with a national wholesale food distributor so he/she has asked you to research the advantages and disadvantages of buying local. He/she would also like to know what specific menu items, if any, would be best ordered from a local vendor.

You will meet with the Owner (judge) in a role-play to take place in his/her office. He/she will begin by greeting you and asking to hear your recommendations regarding buying local. Specifically you should discuss the nature and scope of channel management, coordinating channel management with other marketing activities, and factors that influence customer and business buying behavior. After you have given your recommendations and answered any questions, you will conclude the role-play.

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 (Mr. /Miss Chris Smith) at Baja Grill Mexican restaurant. You are meeting with the GENERAL MANAGER (student) regarding possible food vendors for your soon-to-open restaurant.

Baja Grill is a new fast food restaurant specializing in Tex-Mex cuisine that will soon be opening in two locations in a Midwestern city with a population of 50,000. The restaurant menu will include prepared-to-order entrees such as burritos, tacos, quesadillas, and salads along with side items like beans, rice, tortilla chips, salsa and guacamole. This will also be the first fast food, prepared-to-order Tex-Mex restaurant in the city.

Currently, Baja Grill is in the process of choosing its food vendor. You have noticed a trend in other restaurants in the area buying local and think this may be an option. Before deciding to open your own restaurant, you were a manager for over 10 years at a Mexican restaurant and were in charge of all purchasing. At your previous job you primarily ordered from a national wholesale food distributor so you have asked the GENERAL MANAGER (student) to research the advantages and disadvantages of buying local. You would also like to know what specific menu items, if any, would be best ordered from a local vendor.

You will meet with the GENERAL MANAGER (student) in a role-play to take place in your office. You will begin by greeting the GENERAL MANAGER (student) and asking to hear his/her recommendations regarding buying local.

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

1. What factors will influence your selection of vendors?
 - a. *Possible Solutions: Answers will vary. Research and meet with multiple vendors before selecting which one will best fit the needs of the restaurant. Look at pricing and compare amongst all vendors. Try to keep total number of vendors to a minimum; having too many, especially starting out, can become too complicated. Consider reviews and recommendations; customer service is important.*
2. What will you do if local vendors can't keep up with the demand of the business?
 - a. *Possible Solutions: Answers will vary. Possible answers include making sure you have backup vendors that you could turn to. When you meet with the vendor, give them an idea of how much product you will be ordering to see if they will be able to meet that demand. Make sure you establish a good relationship and can trust the vendors you select.*
3. If we did buy local, how would we ensure that our consumers knew?
 - a. *Possible Solutions: Answers will vary. Possible answers include signage in stores and other advertising media that promotes buying local. Utilize publicity when the restaurant opens, have the local paper write an article with the focus on food quality.*

After the GENERAL MANAGER (student) has answered your (judge's) questions, you (judge) will conclude the meeting by thanking them for their 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, 2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: CHANNEL 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 channel management	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Coordinate channel management with other marketing activities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the nature of channel-member relationships	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the nature and scope of purchasing	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain factors that influence customer/client/business buying behavior	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						