



CAREER CLUSTER

Hospitality & Tourism

CAREER PATHWAY

Restaurant & Food & Beverage Service

INSTRUCTIONAL AREA

Market Planning

QUICK SERVE RESTAURANT MANAGEMENT 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 concept of marketing strategies
2. Explain the concept of market and market identification
3. Explain the nature of marketing plans
4. Explain the role of situation analysis in the marketing planning process
5. Explain the nature of sales forecasts

EVENT SITUATION

You are to assume the role of MANAGER at MURPHY STREET BAGELS, a local bagel and coffee shop. You are meeting with Mr./Ms. Mangini, the owner (judge), to discuss the company's new marketing plan that will focus on reaching a specific target market.

Over 25 years ago, Murphy Street Bagels was founded on the corner of Murphy and State Street, one of the busiest intersections of downtown. The store is open daily from 6:00 a.m. to 8:00 p.m. with the majority of the sales coming during the morning rush from 7:00 to 9:00 a.m. They have prided themselves on serving the best bagels, muffins, and sandwiches in town at an affordable price. They also feature daily flavored coffees but offer a limited coffee menu.

The once popular bagel shop has recently suffered from a decline in sales over the past few years. One major factor is the health conscious consumers that are now more concerned with caloric intake and gluten free options. Even though many patrons believe Murphy Street Bagels prepares and serves quality food, the lack of new menu innovation has had a negative impact on the business. The company has also not been able to keep up with technology, does not offer WIFI, and the atmosphere is more traditional with conventional seating which all could lead to the loss of appeal for Murphy Street Bagels.

Mr./Ms. Mangini, the owner (judge), attributes the decline of sales to the store's inability to draw in new customers from the millennial market which is the largest generation segment with the most buying power. He/she believes that by creating a marketing plan that targets this market segment, Murphy Street Bagels will be a thriving business once again. Mr./Ms. Mangini has asked for your ideas on how the company can create a marketing plan that will reach the millennial market. In your presentation you should include:

- A situation analysis for Murphy Street Bagels
- Characteristics of the millennial market
- Specific marketing strategies

You will present your recommendations to Mr./Ms. Mangini, the owner (judge), in a meeting to take place in their office. The owner will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's questions, they will conclude the meeting 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 Mr./Ms. Mangini, the OWNER at MURPHY STREET BAGELS, a local bagel and coffee shop. You are meeting with the manager (participant) to discuss the company's new marketing plan that will focus on reaching a specific target market.

Over 25 years ago, Murphy Street Bagels was founded on the corner of Murphy and State Street, one of the busiest intersections of downtown. The store is open daily from 6:00 a.m. to 8:00 p.m. with the majority of the sales coming during the morning rush from 7:00 to 9:00 a.m. They have prided themselves on serving the best bagels, muffins, and sandwiches in town at an affordable price. They also feature daily flavored brews but offer a limited coffee menu.

The once popular bagel shop has recently suffered from a decline in sales over the past few years. One major factor is the health conscious consumers that are now more concerned with caloric intake and gluten free options. Even though many patrons believe Murphy Street Bagels prepares and serves quality food, the lack of new menu innovation has had a negative impact on the business. The company has also not been able to keep up with technology, does not offer WIFI, and the atmosphere is more traditional with conventional seating which all could lead to the loss of appeal for Murphy Street Bagels.

You attribute the decline of sales to the store's inability to draw in new customers from the millennial market which is the largest generation segment with the most buying power. You believe that by creating a marketing plan that targets this market segment, Murphy Street Bagels will be a thriving business once again. You have asked the manager (participant) for ideas on how the company can create a marketing plan that will reach the millennial market. In his/her presentation he/she should include:

- A situation analysis for Murphy Street Bagels
- Characteristics of the millennial market
- Specific marketing strategies

The manager (participant) will present his/her recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the manager and asking to hear his/her ideas. After he/she has presented his/her ideas and have answered your questions, you will conclude the meeting by thanking him/her for his/her work.

Judge Questions/Possible Solutions:

During the course of the meeting you are to ask the following of all participants:

1. Why is accurate sales forecasting critical to the execution of your marketing plan?

By having an accurate sales forecast the business will increase in profit by both decreasing the costs and increasing the overall level of service provided.

2. As your plan grows this market segment, how will you ensure our current customers continue to be loyal to our store?

Answers will vary and should relate to their specific marketing plans.

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,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: MARKET PLANNING

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of marketing strategies	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of marketing plans	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Explain the nature of sales forecasts	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						