



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Marketing Information Management

QUICK SERVICE 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 marketing information management function
2. Explain the nature of marketing research
3. Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)
4. Discuss the nature of sampling plans (i.e., who, how many, how chosen)
5. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)

EVENT SITUATION

You are to assume the role of MANAGER in the new product development department at THE BURGER FACTORY. You are meeting with the vice president of your department, Mr./Ms. Lindsay (judge), to discuss how you plan to use marketing information to ensure a successful launch of a new product idea.

The Burger Factory is a medium size company with over 100 locations on the east coast. The restaurant has a simplified menu that offers a variety of burgers, sandwiches and side items for customers who are on the go. The majority of the locations are in big cities with a population of 100,000 or more and are near business parks or within the downtown district.

Your new product development team has noticed the trend in restaurants adjusting their menus to allow customization for their customers. Your team has decided to explore the idea of adding a customized sandwich section to the menu where customers can choose their bun, meat, toppings, sauce, and any extras to make their own perfect sandwich. To expedite the ordering process, the restaurant locations would add a kiosk onsite and also enable online ordering. If implemented correctly, this new menu concept will help expand the customer base and increase overall sales.

Before the company invests money in this new menu concept, Mr./Ms. Lindsay wants to make sure your team has created a marketing research plan to evaluate customer acceptance and profitability. More specifically, he/she would like to hear your plans for the following:

- Describe options used to obtain marketing-research data
- Discuss the nature of sampling plans
- Describe data-collection methods

You will present your marketing research plan to Mr./Ms. Lindsay in a meeting to take place in the vice president's office. The vice president will begin the meeting by greeting you and asking to hear your ideas. After you have presented the analysis and have answered their questions, the vice president 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. LINDSAY, vice president in the new product development department, at THE BURGER FACTORY. You are meeting with the manager of your department (participant) to discuss how he/she plans to use marketing information to ensure a successful launch of a new product idea.

The Burger Factory is a medium size company with over 100 locations on the east coast. The restaurant has a simplified menu that offers a variety of burgers, sandwiches and side items for customers who are on the go. The majority of the locations are in big cities with a population of 100,000 or more and are near business parks or within the downtown district.

Your new product development team has noticed the trend in restaurants adjusting their menus to allow customization for their customers. Your team has decided to explore the idea of adding a customized sandwich section to the menu where customers can choose their bun, meat, toppings, sauce, and any extras to make their own perfect sandwich. To expedite the ordering process, the restaurant locations would add a kiosk onsite and also enable online ordering. If implemented correctly, this new menu concept will help expand the customer base and increase overall sales.

Before the company invests money in this new menu concept, you want to make sure your team has created a marketing research plan to evaluate customer acceptance and profitability. More specifically, would like to hear your manager's (participant) plans for the following:

- Describe options used to obtain marketing-research data
- Discuss the nature of sampling plans
- Describe data-collection methods

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

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

1. What type of data-collection method will be most effective?
 - a. *Possible Solutions: This will depend on the student's marketing research plan. The ability to collect primary research through surveys or focus groups with the targeted audience would probably be the most effective methods since the questions will be designed around the new menu concept.*
2. What will you do if the research shows this new menu concept will not be worth the investment?
 - a. *Possible Solutions: If after extensive research, results show that it will not be received by the customers and not worth the investment, the new product development department should go in a different direction to continue to meet the needs and wants of their customers.*

Once the participant has answered your questions, you will conclude the meeting by thanking the participant 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.

Performance Indicator Information

- 1. Explain the nature and scope of the marketing information management function:** This function centers around different companies trying to get information about their products from their target market. It is a system in which marketing data is formally gathered, stored, analyzed and distributed to managers in accordance with their informational needs.
- 2. Explain the nature of marketing research:** The process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.
- 3. Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research):** Primary research is any type of research that you go out and collect yourself. Examples include surveys, interviews, and observations. Secondary involves the summary, collation and/or synthesis of existing research rather than primary research.
- 4. Discuss the nature of sampling plans (i.e., who, how many, how chosen):** A Sampling plan is a detailed outline of which measurements will be taken at what times, on which material, in what manner, and by whom.
- 5. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners):** The different methods researchers use to collect information during the marketing research process.



**QUICK SERVICE RESTAURANT
MANAGEMENT SERIES, 2018**

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

INSTRUCTIONAL AREA

Marketing Information Management

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature and scope of the marketing information management function	10-11	12-13	14	
2.	Explain the nature of marketing research	10-11	12-13	14	
3.	Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)	10-11	12-13	14	
4.	Discuss the nature of sampling plans (i.e., who, how many, how chosen)	10-11	12-13	14	
5.	Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator