



Performance

Based Assessment

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Assessment in Learning II





STUDENT'S JOURNEY:

Creating your own Catering Business

Project Overview

Ever dreamt of running your own catering business? In our recent performance-based assessment, students are given the opportunity to do just that! This project isn't just about cooking up delicious dishes; it is a comprehensive experience that combined business management, creativity, and teamwork.

Learning Competencies

The project focused on three core competencies:

1. Learn to conceptualize and plan a catering business, including constructing a business name that considers the identified target market and creates a unique selling proposition;
2. Design logos and menus that aligned with their chosen themes and effectively communicated their brand identity;
3. Present their business plans and marketing materials, showcasing their communication and collaboration skills.



Task and Responsibilities

Business Name and Concept

Develop a unique name for your catering business.

- Create a business concept that includes the target market, unique selling points, and services offered.

Logo and Theme Design

- Create a logo that represents the business name and theme. Develop a cohesive theme that ties together the business name, menu, and logo.

Menu Creation

Design a menu featuring at least five appetizers, five main courses, five desserts, and five beverages.

- Ensure the menu items reflect the chosen theme and target market.

Presentation

- Prepare a presentation that includes the business concept, menu, and logo.
- Explain the rationale behind your choices and how they appeal to your target market.



Task 1: Creation of Catering Business Name

Instruction:

Conceptualize for a good catering business with your groupmates then think of a unique name for your business. Make sure that the name is associated with the business, simple and catchy. Avoid using hard-to-pronounce words. Research to further enhance your output then provide a brief explanation of the business name created.



Task 2: Creation of Catering Logo

Instruction:

Create a logo that highlights the different components of the chosen catering business name. The logo should be catchy, unique, creative, and meaningful. Include a brief description of the different components of the created logo.



Task 3: Creation of Catering Menu

Instructions:

Plan and design your own menu for your food business by choosing first among the different type of menu which would you like to create then make a list and categorize the food items you would like to include. Your menu must contain the following: Business name, menu items, photos, description of the food, and prices. This will be submitted on an 8.5x11" size softcopy and laminated copy.

Guidelines:

Font Size Smallest size should be 20-30.

• Color- (may vary) must be related to the theme of the food business.

Red, yellow- increases appetite and associated with "safe" foods

Black, brown, blue- known to decrease appetite since it's associated with poison. Font style (limited to 3 fonts)

Descriptions-Italic

Menu items-Bolded

Project Phase

1. Business Concept Development (2 weeks)

o Create your business name, theme, and logo.

2. Menu Development (2 weeks)

o Plan and design your menu.

3. Marketing Strategy and Presentation (2 weeks)

o Develop your marketing plan and prepare your presentation.

Benefits of the Project

• Teamwork and Collaboration: Learn to work effectively in a team.

• Creative Thinking: Enhance your ability to think outside the box.

• Business Management Skills: Get practical experience in managing a business.

• Public Speaking: Improve your presentation skills.

Expected Outcomes

By the end of the project, students were expected to produce:

• A comprehensive business plan for a catering company.

• A themed menu and logo that effectively communicate the business concept. A polished presentation showcasing the business idea and marketing materials.



Sample Catering Name, Logo, and Menu

Catering Name:

Elegant Bites Catering

Logo:



Description:

A minimalist and elegant design featuring a beautiful flower design on the side. In the middle of the image is the business name "Elegant Bites Catering" which is written in a sophisticated and readable combination of fonts. The whole logo complements the theme which is a gourmet garden.

Menu:

STARTERS		
Stuffed Mini Bell Peppers	₱ 130.00	
Smoked Salmon Canapés	₱ 170.00	
Mini Quiches	₱ 160.00	

MASH		
Herb-Crusted Lamb Chops	₱ 400.00	
Lemon Herb Chicken	₱ 320.00	
Seafood Paella	₱ 370.00	

DESSERTS		
Mini Lemon Tarts	₱ 180.00	
Tiramisu Cups	₱ 210.00	
Berry Pavlova	₱ 190.00	

BEVERAGES		
Mango Mint Smoothie	₱ 160.00	
Pomegranate Spritz	₱ 180.00	
Iced Lavender Tea -	₱ 150.00	



Evaluation

Student's work will evaluate based on the detailed rubric, assessing criteria such as business concept, logo design, menu design, and presentation quality.

ANALYTIC RUBRIC

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
 BUSINESS CONCEPT	Clear, unique, and well developed	Clear but lacks uniqueness	Concept is somewhat clear	Concept is unclear and poorly developed
 MENU DESIGN	Creative, cohesive and reflect theme	Creative but lacks cohesion	Adequate but not very creative	Poorly designed or not cohesive
 LOGO DESIGN	Highly creative and theme appropriate	Highly creative but not fully appropriate	Adequate but lacks creativity	Poorly designed or not theme appropriate
 PRESENTATION	Engaging, clear and well-structured	Clear and well-structured	Adequate but lacks engagement	Poorly structured or unclear
 TEAMWORK	Excellent collaboration and contribution	Good collaboration and contribution	Some collaboration, uneven contribution	Poor collaboration, uneven contribution

Project Dynamics

Presentation: Each group had 15 minutes to present their project.

Teacher's Note

This project was designed to encourage students to think outside the box and bring their unique perspectives to the table. Teachers provided guidance and support throughout the process, ensuring that all group members were contributing and learning. This assessment aimed to develop not only academic skills but also practical skills that students can use beyond the classroom.

Tips

To visualize and organize your plan create a framework for guidelines.
You can use graphic designing apps such as Canva for both Logo and Menu designing.
Menu copy must only have 1 page.

Allotted time for feedbacking/consultation: Every 4 to 5 pm on weekdays. one group per day.

References

DepED K-12 Module Entrepreneurship
TESDA Module Events Management NCII

Conclusion

The Catering Management Project is more than just an assignment: it is an adventure that allow students to delve into the world of business, creativity, and teamwork. It will provide a hands-on learning experience that will be invaluable in their future endeavors.



Documentation

