



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant and Food and Beverage Services

**INSTRUCTIONAL AREA**  
Market Planning

## **RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication– Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Demonstrate awareness of capabilities and limitations of the operation.
2. Explain factors that influence customer/client/business buying behavior.
3. Identify ways to segment hospitality and tourism markets.
4. Explain the use of marketing strategies in hospitality and tourism.
5. Explain the concept of market and market identification.

## **EVENT SITUATION**

You are to assume the role of director of marketing for FOOD FACTORY, a chain of full-service restaurants with over 200 locations. The director of operations (judge) has asked you to create a marketing plan that will combat a decline in surrounding retail foot traffic.

FOOD FACTORY is known for its large menu, even larger portion sizes and many handmade desserts. The menu prices are considered moderate, but are met without complaint due to the large portion sizes. There are over 200 locations across the nation, all of them located inside, adjacent to or near a shopping center or retail center. FOOD FACTORY has always considered itself a destination for shoppers needing to take a break from shopping for lunch or dinner.

Unfortunately, for the 16<sup>th</sup> straight month in a row, retail industry traffic is down. Shoppers are choosing to shop online or through mobile devices over shopping in physical stores. The number of shoppers choosing not to shop in stores has been increasing year after year. This has not only effected the retail industry, but it is also affecting the restaurant industry. FOOD FACTORY has historically placed restaurants in retail shopping areas; fewer people in those retail shopping areas means fewer potential customers for the restaurant.

The director of operations for FOOD FACTORY (judge) is concerned about the decline in retail foot traffic and wants to prepare for future standalone locations that do not rely on the retail industry. The director of operations (judge) wants you to prepare a marketing plan that singles out one new type of location for FOOD FACTORY and the market it will serve. The director of operations (judge) also wants you to explain strategies to market the new location type to the key clientele.

You will present your plan to the director of operations (judge) in a role-play to take place in the director's (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the director's (judge's) questions, the director of operations (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. 21<sup>st</sup> Century Skills and 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 director of operations for FOOD FACTORY, a chain of full-service restaurants with over 200 locations. You have asked the director of marketing (participant) to create a marketing plan that will combat a decline in surrounding retail foot traffic.

FOOD FACTORY is known for its large menu, even larger portion sizes and many handmade desserts. The menu prices are considered moderate, but are met without complaint due to the large portion sizes. There are over 200 locations across the nation, all of them located inside, adjacent to or near a shopping center or retail center. FOOD FACTORY has always considered itself a destination for shoppers needing to take a break from shopping for lunch or dinner.

Unfortunately, for the 16<sup>th</sup> straight month in a row, retail industry traffic is down. Shoppers are choosing to shop online or through mobile devices over shopping in physical stores. The number of shoppers choosing not to shop in stores has been increasing year after year. This has not only effected the retail industry, but it is also affecting the restaurant industry. FOOD FACTORY has historically placed restaurants in retail shopping areas; fewer people in those retail shopping areas means fewer potential customers for the restaurant.

You are concerned about the decline in retail foot traffic and want to prepare for future standalone locations that do not rely on the retail industry. You want the director of marketing (participant) to prepare a marketing plan that singles out one new type of location for FOOD

FACTORY and the market it will serve. You also want the director of marketing (participant) to explain strategies to market the new location type to the key clientele.

The participant will present ideas 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. Do you think we should make any changes to our existing locations near/in shopping centers?
2. Will your suggested new location type be a good fit for our moderate prices?
3. Will your suggested new location be best for lunch crowds, dinner crowds, happy hours, late night snacks or all of the above? Why?

Once the director of marketing (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the director of marketing (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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**RESTAURANT AND FOOD SERVICE  
MANAGEMENT SERIES, 2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Market Planning

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

1.	Demonstrate awareness of capabilities and limitations of the operation?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify ways to segment hospitality and tourism markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

**21<sup>st</sup> 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**