



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Product/Service Management

## **QUICK SERVE RESTAURANT 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 demonstrate the 21<sup>st</sup> Century Skills and 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**

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- 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**

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- Discuss the nature of the menu as a management tool.
- Explain the concept of product mix.
- Explain the nature of product/service branding.
- Identify product's/service's competitive advantage.
- Explain considerations in meal pricing.

## **EVENT SITUATION**

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You are to assume the role of the director of operations for GRANITE TABLE, a chain of ice cream shops with more than 300 locations. The senior vice president (judge) wants you to determine opportunities in the breakfast space that would fit GRANITE TABLE's capabilities and branding.

GRANITE TABLE uses frozen slabs of granite to blend mix-in toppings into ice cream. Customers choose from 18 different flavors of ice cream and also have 18 mix-in toppings available. The customized frozen treats range in price from \$6.99 - \$8.99. GRANITE TABLE also offers shakes, sundaes, juices and sodas. The shops do not have ovens, but do have freezers, refrigerators and machinery for making shakes.

There are several ice cream chains across the nation, but none offer a breakfast menu. GRANITE TABLE locations open at 11:00AM, which is later than traditional breakfast hours. The senior vice president (judge) feels that GRANITE TABLE has an opportunity to stand out in the market by offering a breakfast menu, even if it is small.

The senior vice president (judge) wants you to determine opportunities in the breakfast space that GRANITE TABLE is equipped to handle and would fit its brand. The senior vice president (judge) wants you to identify possible breakfast menu items, pricing for the items and how the items would be competitive with other quick serve chains' breakfast menus.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the senior vice president for GRANITE TABLE, a chain of ice cream shops with more than 300 locations. You want the director of operations (participant) to determine opportunities in the breakfast space that would fit GRANITE TABLE'S capabilities and branding.

GRANITE TABLE uses frozen slabs of granite to blend mix-in toppings into ice cream. Customers choose from 18 different flavors of ice cream and also have 18 mix-in toppings available. The customized frozen treats range in price from \$6.99 - \$8.99. GRANITE TABLE also offers shakes, sundaes, juices and sodas. The shops do not have ovens, but do have freezers, refrigerators and machinery for making shakes.

There are several ice cream chains across the nation, but none offer a breakfast menu. GRANITE TABLE locations open at 11:00AM, which is later than traditional breakfast hours. You feel that GRANITE TABLE has an opportunity to stand out in the market by offering a breakfast menu, even if it is small.

You want the director of operations (participant) to determine opportunities in the breakfast space that GRANITE TABLE is equipped to handle and would fit its brand. You want the director of operations (participant) to identify possible breakfast menu items, pricing for the items and how the items would be competitive with other quick serve chains' breakfast menus.

The participant will present information 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. How would you adjust our operating hours to accommodate the breakfast menu?
2. What training will employees need?

Once the director of operations (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of operations (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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 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 director 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 <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.



## QUICK SERVE RESTAURANT MANAGEMENT SERIES 2024

**JUDGE'S EVALUATION FORM**  
ICDC PRELIMINARY 1

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

ID Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Discuss the nature of the menu as a management tool?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain considerations in meal pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						