



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Selling

RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain company selling policies.
- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Set prices.
- Explain factors that influence customer selection of food places and menu items.

CASE STUDY SITUATION

You are the director of marketing for GOOD COMPANY BREWERY, a restaurant and local craft brewery with four locations. GOOD COMPANY BREWERY is located in a metropolitan area that features a plethora of local restaurants and craft breweries.

Unlike most other craft breweries in the area, GOOD COMPANY has a full-service restaurant that provides appetizers, burgers, pizzas, chicken sandwiches, and pasta. Entrees range in price from \$9.99 - \$12.99. A pint of GOOD COMPANY'S craft beer ranges in price from \$5.75 - \$8.95.

GOOD COMPANY'S four locations are spread throughout the metropolitan area, with three locations in busy populous suburbs and one location in the downtown area. All four locations are busiest during lunchtime and on Thursday, Friday, and Saturday nights.

With so many other local craft breweries and restaurants, the owner of GOOD COMPANY has been looking at ways to establish a loyal clientele and provide steady revenue. The owner wants a unique idea that will give GOOD COMPANY a competitive edge.

YOUR CHALLENGE

The owner wants to begin a GOOD COMPANY membership program that will offer customers one free menu item per day at any of its four locations. The owner feels that the membership program will provide steady revenue and establish loyal clientele; giving it a competitive edge.

The owner has asked you to create the specific membership program policies. Specifically, the owner wants you to determine:

- Length of membership
- Price of membership (per month and per year pricing)
- Maximum number of memberships GOOD COMPANY should accept
- Additional benefits members can receive
- How the membership program will drive the owner's desired results

EVALUATION INSTRUCTIONS

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 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.



**RESTAURANT AND FOOD SERVICE MANAGEMENT
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Selling

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain company selling policies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain key factors in building a clientele?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Set prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						