



**CAREER CLUSTER**  
Hospitality and Tourism

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

**INSTRUCTIONAL AREA**  
Product/Service Management

## **RESTAURANT AND FOOD SERVICE 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 concept of product mix.
2. Identify product opportunities.
3. Describe factors used by marketers to position products/services.
4. Demonstrate connections between company actions and results.
5. Explain the concept of market and market identification.



## **EVENT SITUATION**

You are to assume the role of manager of CELEBRITY DINER, a full-service restaurant. You want to expand CELEBRITY DINER'S business by adding a catering service to the restaurant. The restaurant owner (judge) has asked you to explain the benefits of adding a catering service and how it would be marketed.

CELEBRITY DINER has been in business for ten years. The most popular menu items at the restaurant include fried chicken, potato salad, specialty sandwiches, and homemade desserts. The restaurant already does a strong carryout business and customers have asked about large orders for parties and events.

The owner of CELEBRITY DINER (judge) is interested in your idea for the restaurant's expansion; however, the owner (judge) wants to know the benefits of adding the service. You must describe the target markets for the catering service, the unique customer service to be offered by the restaurant, and ways it would be marketed.

You will explain your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have explained the expansion plan and have answered the owner's (judge's) questions, the owner (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. 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 the owner for CELEBRITY DINER, a full-service restaurant. The restaurant manager (participant) wants to expand CELEBRITY DINER'S business by adding a catering service to the restaurant. You have asked the manager (participant) to explain the benefits of adding a catering service and how it would be marketed.

CELEBRITY DINER has been in business for ten years. The most popular menu items at the restaurant include fried chicken, potato salad, specialty sandwiches, and homemade desserts. The restaurant already does a strong carryout business and customers have asked about large orders for parties and events.

You are interested in the manager's (participant's) idea for the restaurant's expansion; however, you want to know the benefits of adding the service. You have asked the manager (participant) to describe the target markets for the catering service, the unique customer service to be offered by the restaurant, and ways it would be marketed.

The manager (participant) will explain the expansion plan to you in a role-play to take place in your office. You will begin the role-play by greeting the manager (participant) and asking to hear his/her ideas.

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

1. What makes our proposed catering service different from the competition?
2. During this tough economic time, do you think it's smart to take this risk?
3. What type of in-house advertising could we use to inform customers about the new catering service that we offer?

Once the restaurant manager (participant) has explained the changes and has answered your questions, you will conclude the role-play by thanking the restaurant manager (participant) for the work.

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

**JUDGE'S EVALUATION FORM**  
**RFSM**  
**SAMPLE EVENT**

**DID THE PARTICIPANT:**

**1. Explain the concept of product mix?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts to explain the concept of product mix were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the concept of product mix.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the concept of product mix.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the concept of product mix.

**2. Identify product opportunities?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts to identify product opportunities were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately identified product opportunities.

**Meets Expectations**

**12, 13, 14, 15**

Effectively identified product opportunities.

**Exceeds Expectations**

**16, 17, 18**

Very effectively identified product opportunities.

**3. Describe factors used by marketers to position products/services?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts to describe factors used by marketers to position products/services were inadequate or unclear.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately described factors used by marketers to position products/services.

**Meets Expectations**

**12, 13, 14, 15**

Effectively described factors used by marketers to position products/services.

**Exceeds Expectations**

**16, 17, 18**

Very effectively described factors used by marketers to position products/services.

**4. Demonstrate connections between company actions and results?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts to demonstrate connections between company actions and results were inadequate or unclear.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately demonstrated connections between company actions and results.

**Meets Expectations**

**12, 13, 14, 15**

Effectively demonstrated connections between company actions and results.

**Exceeds Expectations**

**16, 17, 18**

Very effectively demonstrated connections between company actions and results.

**5. Explain the concept of market and market identification?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts to explain the concept of market and market identification were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the concept of market and market identification.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the concept of market and market identification.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the concept of market and market identification.

**6. Overall impression and response to the judge's questions.**

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_