



**OCCUPATIONAL CATEGORY**  
Quick Serve Restaurant Management

**INSTRUCTIONAL AREA**  
Marketing-Information Management

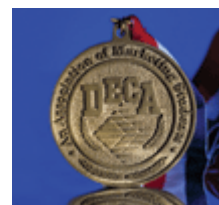
## **PARTICIPANT INSTRUCTIONS**

### **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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

### **PERFORMANCE INDICATORS**

1. Lead change.
2. Explain the concept of marketing strategies.
3. Select a target market.
4. Describe the use of technology in the promotion function.
5. Write persuasive messages.



## EVENT SITUATION

You are to assume the role of manager of ISAAC SHAY'S, a locally owned quick serve restaurant. The restaurant's owner (judge) wants you to select specific information to be put on a Web page for the restaurant.

ISAAC SHAY'S is a restaurant specializing in affordable lunch and dinner items. It is located in a small city with a population of 8,000 and was given the "Friendliest Service Award" by the local Chamber of Commerce for three years in a row. ISAAC SHAY'S is family oriented with a play area for kids and a discount for senior citizens.

Among favorite items on ISAAC SHAY'S menu are the grilled chicken salad in a bread bowl, homemade French fries with the skins on, hand-dipped cheese curds, the Steak Bomb sandwich, and the Isaac burger. The restaurant is also known for its variety of homemade breads. Customers will often stop at the restaurant for a loaf of bread or an ice cream sundae.

Though ISAAC SHAY'S is well loved by the community, the restaurant experiences a loss in business during January and February when the nearby hiking trails are covered with snow.

Recently, you have attended a workshop entitled "Putting Your Business On the Web." The workshop gave you the name of a Web design company that will take any information that you feel would be appropriate and put that information on the Internet. The restaurant owner (judge) has asked you to work with the Web design company to create a Web page for ISAAC SHAY'S that will be interesting to current customers and entice new customers, especially during the slow months. Before you talk to the Web design company, the owner (judge) would like to hear your ideas.

You will present your plan 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 you to present your plan. After you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting 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 owner of ISAAC SHAY'S, a quick serve restaurant. You have asked your manager (participant) to select specific information to be put on a Web page for the restaurant.

ISAAC SHAY'S is a restaurant specializing in affordable lunch and dinner items. It is located in a small city with a population of 8,000 and was given the "Friendliest Service Award" by the local Chamber of Commerce for three years in a row. ISAAC SHAY'S is family oriented with a play area for kids and a discount for senior citizens.

Among favorite items on ISAAC SHAY'S menu are the grilled chicken salad in a bread bowl, homemade French fries with the skins on, hand-dipped cheesecurds, the Steak Bomb sandwich, and the Isaac burger. The restaurant is also known for its variety of homemade breads. Customers will often stop at the restaurant for a loaf of bread or an ice cream sundae.

Though ISAAC SHAY'S is well loved by the community, the restaurant experiences a loss in business during January and February when the nearby hiking trails are covered with snow.

Recently, your manager (participant) has attended a workshop entitled "Putting Your Business On the Web." The workshop gave the manager (participant) the name of a Web design company that will take any information that would be appropriate and put that information on the Internet. You have asked the manager (participant) to work with the Web design company to create a Web

page for ISAAC SHAY'S that will be interesting to current customers and entice new costumers, especially during the slow months. Before the manager (participant) presents to the Web design company, you would like to hear his/her (participant's) ideas.

The manager (participant) will present the 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 the plans.

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

1. Who is your target market for the Web site?
2. What do you consider the most vital information for the home page?
3. What, if any, hyperlinks should be included on ISAAC SHAY'S page?

Once the manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the manager (participant) for the ideas.

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.

## JUDGE'S EVALUATION FORM

### QSRM

#### Marketing-Information Management

#### DID THE PARTICIPANT:

##### 1. Lead change?

**Little/No Value****0, 2**

Attempts at leading change were weak or ineffective.

**Below Expectations****4, 6, 8**

Adequately displayed the ability to lead change.

**Meets Expectations****10, 12, 14**

Effectively displayed the ability to lead change.

**Exceeds Expectations****16, 18**

Very effectively displayed the ability to lead change.

##### 2. Explain the concept of marketing strategies?

**Little/No Value****0, 2**

Attempts at explaining the concept of marketing strategies were weak or ineffective.

**Below Expectations****4, 6, 8**

Adequately explained the concept of marketing strategies.

**Meets Expectations****10, 12, 14**

Effectively explained the concept of marketing strategies.

**Exceeds Expectations****16, 18**

Very effectively explained the concept of marketing strategies.

##### 3. Select a target market?

**Little/No Value****0, 2**

Attempts at selecting a target market were weak or ineffective.

**Below Expectations****4, 6, 8**

Adequately selected a target market.

**Meets Expectations****10, 12, 14**

Effectively selected a target market.

**Exceeds Expectations****16, 18**

Very effectively selected a target market.

##### 4. Describe the use of technology in the promotion function?

**Little/No Value****0, 2**

Attempts at describing the use of technology in the promotion function were weak or ineffective.

**Below Expectations****4, 6, 8**

Adequately described the use of technology in the promotion function.

**Meets Expectations****10, 12, 14**

Effectively described the use of technology in the promotion function.

**Exceeds Expectations****16, 18**

Very effectively described the use of technology in the promotion function.

##### 5. Write persuasive messages?

**Little/No Value****0, 2**

Attempts at writing persuasive messages were weak or ineffective.

**Below Expectations****4, 6, 8**

Adequately wrote persuasive messages.

**Meets Expectations****10, 12, 14**

Effectively wrote persuasive messages.

**Exceeds Expectations****16, 18**

Very effectively wrote persuasive messages.

##### 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 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.

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

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