



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Market Planning

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

1. Explain the nature of marketing plans.
2. Explain the role of situation analysis in the marketing planning process.
3. Explain the concept of marketing strategies.
4. Develop promotional materials.
5. Identify communications channels used in sales promotion.

CASE STUDY SITUATION

You are to assume the role of marketing manager for LITTLE ITALY, an Italian restaurant in a large city. The owner of the restaurant wants you to create a marketing plan that will detail the marketing and promotion of a new endeavor for the establishment.

Located in a large city that experiences long, cold winters, LITTLE ITALY is the go-to restaurant for large portions of comfort food. The chef creates delicious Italian specialties each night, and meals are accompanied with baskets of homemade bread and green salad. The restaurant historically sees an increase in business during the cooler winter months.

The owner of the restaurant has noticed that this winter season the restaurant is not seeing the same high number of patrons as in the past. Usually reservations are booked solid for weekend nights throughout the months of January and February, but this year there are several openings on Friday nights throughout this time frame. It seems more and more families are choosing to eat dinner at home on Friday nights rather than going out to eat.

Since 2012, several new companies have begun selling meal delivery kits. A customer signs up online to indicate the number of people in the family and the number of meals desired. After payment, the ingredients and recipes are delivered right to the customer's door. In the last five years, meal delivery kits have become increasingly popular and even offer fresh ingredients. Meal delivery kits give customers a refreshing new option for dinner.

The owner of LITTLE ITALY would like to enter the meal delivery kit market but does not have the resources available at this time. Instead, the owner has worked with the chef to develop a similar offering. Once a month, LITTLE ITALY will have a meal kit available for customers. Each month a different meal will be featured, beginning with manicotti. The LITTLE ITALY meal kit will include all of the ingredients necessary to make manicotti along with the chef's recipe. Customers can choose from a 4-person portion or an 8-person portion. Orders will be taken in advance and available for customer pick-up on the specified day.

The owner hopes that this new endeavor will create an exciting addition to the LITTLE ITALY experience for loyal customers and potential customers. The owner has been assured that the recipes are easy to follow and encourage cooking as a family.

YOUR CHALLENGE

The owner has asked you to create a marketing plan that will detail the marketing and promotion of the LITTLE ITALY meal kit.

You will present the information to the owner in the owner's office. The owner will begin by greeting you and asking to hear your ideas. The owner may be accompanied by others.

You will receive 2-3 questions from the judge pertaining to the case situation.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT**

Participant: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of situation analysis in the marketing planning process?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop promotional materials?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify communications channels used in sales promotion?	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 responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						