



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Economics

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- 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

1. Explain how organizations adapt to today's markets.
2. Identify factors affecting a business's profit.
3. Determine factors affecting business risk.
4. Explain the nature of positive customer relations.
5. Demonstrate awareness of operational needs.

EVENT SITUATION

You are to assume the role of general manager for a local TACO HAVEN franchise, a quick serve restaurant featuring Mexican inspired food. The franchise owner (judge) has asked you to weigh the pros and cons of having customers use self-service kiosks for placing and purchasing food orders rather than staffing hourly employees to take customer orders.

Founded in 2011, TACO HAVEN is a relatively new quick service restaurant. There are only 300 locations in North America, with most in the western United States. TACO HAVEN features an eclectic menu of tacos, burritos, enchiladas and taquitos. Customers appreciate the build-your-own menu that allows them to pick and choose which ingredients to include or avoid as well as picking which menu options to include in the special combination price.

Recently several states that TACO HAVEN is prevalent in have raised the minimum wage considerably. Aside from the general manager and assistant manager, all TACO HAVEN employees at each location are hourly employees. This increase in the minimum wage has given franchise owners and general managers a lot to consider when staffing TACO HAVEN restaurants. Given its status as a newcomer to the industry, the company has not yet made great strides in profits and earnings.

The franchise owner for your location (judge) has announced that company executives have offered each location self-service kiosks that customers can use for placing their order and for payment. The kiosks are easy to use and will guide customers through quantities and customizations of their order, along with accepting both cash and credit card as payment options. Each location has the option of choosing one, two or three self-service kiosks depending on customer volume during peak times. The kiosks would take the place of front line staff that usually takes customer orders and receives payment.

The franchise owner (judge) is letting you decide whether or not to utilize self-service kiosks rather than hourly employees for order taking and purchasing. The kiosks will reduce the number of hourly employees needed per shift from 20 employees down to 10 employees. The franchise owner (judge) wants you to determine the pros and cons of using the self-service kiosks verses having a front line staffed by hourly employees. The franchise owner (judge) wants to know how TACO HAVEN would be able to maintain positive customer relations if the customers are greeted by kiosks rather than a front line. The franchise owner (judge) wants you to make a final recommendation for your location.

You will present your analysis and decision to the franchise owner (judge) in a role-play to take place in the franchise owner's (judge's) office. The franchise owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the franchise owner's (judge's) questions, the franchise 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. 21st Century Skills and 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 franchise owner for a TACO HAVEN franchise, a quick serve restaurant featuring Mexican inspired food. You have asked a local TACO HAVEN general manager (participant) to weigh the pros and cons of having customers use self-service kiosks for placing and purchasing food orders rather than staffing hourly employees to take customer orders.

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You have announced that company executives have offered each location self-service kiosks that customers can use for placing their order and for payment. The kiosks are easy to use and will guide customers through quantities and customizations of their order, along with accepting both

cash and credit card as payment options. Each location has the option of choosing one, two or three self-service kiosks depending on customer volume during peak times. The kiosks would take the place of front line staff that usually takes customer orders and receives payment.

You are letting the general manager (participant) decide whether or not to utilize self-service kiosks rather than hourly employees for order taking and purchasing. The kiosks will reduce the number of hourly employees needed per shift from 20 employees down to 10 employees. You want the general manager (participant) to determine the pros and cons of using the self-service kiosks verses having a front line staffed by hourly employees. You want to know how TACO HAVEN would be able to maintain positive customer relations if the customers are greeted by kiosks rather than a front line. You want the general manager (participant) to make a final recommendation for your location.

The participant will present the analysis and recommendation 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 will we be able to tell if we made the right decision or not?
2. Do you think raising menu prices to offset staffing costs would be a better solution? Why or why not?

Once the general manager (participant) has presented the analysis and recommendation and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

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.

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.



QUICK SERVE RESTAURANT MANAGEMENT SERIES, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

INSTRUCTIONAL AREA
Economics

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain how organizations adapt to today's markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate awareness of operational needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						