



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Marketing

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. Build and maintain relationships with customers.
2. Describe marketing functions and related activities.
3. Explain factors that influence customer/client/business buying behavior.
4. Demonstrate connections between company actions and results.
5. Develop promotional materials.

EVENT SITUATION

You are to assume the role of director of marketing for SUB WORLD, one of the largest quick-serve restaurant chains. The senior vice president (judge) has asked you to develop a loyalty program for customers that will result in more frequent repeat business.

SUB WORLD has an extremely large variety of fresh meats, cheese, vegetables, sauces and spices that customers can mix and match to result in a perfect sandwich. Even though there is a wide variety of ingredients to choose from, the pricing is very simple. A six-inch sub sandwich is priced at \$4.00 and a 12-inch sub sandwich is priced at \$7.00. For an additional \$2.50, a customer is able to add a beverage and a bag of chips.

SUB WORLD was one of the very first quick-serve restaurant chains to offer low calorie menu options, which brought in thousands of new customers and caused hundreds of new stores to open each month across the nation. Customers loved the convenience of fast food while also having a meal that was low in calories and fat.

In the past several years, many other quick-serve and fast-casual restaurants have added healthier options to their menus, resulting in lower sales at SUB WORLD locations. Many SUB WORLD restaurants in cities with multiple locations have been closed due to the sharp decline in sales.

The senior vice president (judge) feels that if customers were given an incentive to visit SUB WORLD more frequently, they would choose the restaurant over others. The senior vice president (judge) has asked you to create a customer loyalty program that would reward customers after meeting a goal. The senior vice president (judge) wants you to determine:

- Impact of a loyalty program for the company
- Name of the loyalty program
- Loyalty requirements, including number of visits, amount of purchase and/or number of items purchases
- Loyalty rewards
- Promotional strategy to share the loyalty program with current customers and the general public

You will present the loyalty program to the senior vice president (judge) in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the loyalty program and have answered the senior vice president's (judge's) questions, the senior vice president (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 senior vice president for SUB WORLD, one of the largest quick-serve restaurant chains. You have asked the director of marketing (participant) to develop a loyalty program for customers that will result in more frequent repeat business.

SUB WORLD has an extremely large variety of fresh meats, cheese, vegetables, sauces and spices that customers can mix and match to result in a perfect sandwich. Even though there is a wide variety of ingredients to choose from, the pricing is very simple. A six-inch sub sandwich is priced at \$4.00 and a 12-inch sub sandwich is priced at \$7.00. For an additional \$2.50, a customer is able to add a beverage and a bag of chips.

SUB WORLD was one of the very first quick-serve restaurant chains to offer low calorie menu options, which brought in thousands of new customers and caused hundreds of new stores to open each month across the nation. Customers loved the convenience of fast food while also having a meal that was low in calories and fat.

In the past several years, many other quick-serve and fast-casual restaurants have added healthier options to their menus, resulting in lower sales at SUB WORLD locations. Many SUB WORLD restaurants in cities with multiple locations have been closed due to the sharp decline in sales.

You feel that if customers were given an incentive to visit SUB WORLD more frequently, they would choose the restaurant over others. You have asked the director of marketing (participant)

to create a customer loyalty program that would reward customers after meeting a goal. You want the director of marketing (participant) to determine:

- Impact of a loyalty program for the company
- Name of the loyalty program
- Loyalty requirements, including number of visits, amount of purchase and/or number of items purchases
- Loyalty rewards
- Promotional strategy to share the loyalty program with current customers and the general public

The participant will present the loyalty program 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. What are the advantages and disadvantages to incorporating the loyalty program in the restaurant's current mobile app?
2. Should the loyalty program be transferrable to any SUB WORLD location?
3. How will we know if the loyalty program is successful?

Once the director of marketing (participant) has presented the loyalty program and has answered your questions, you will conclude the role-play by thanking the director of marketing (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, 2019

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

INSTRUCTIONAL AREA
Marketing

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Build and maintain relationships with customers? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Describe marketing functions and related activities? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain factors that influence customer/client/business buying behavior? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Demonstrate connections between company actions and results? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Develop promotional materials? | 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 | | | | | | |