



**CAREER CLUSTER**  
Hospitality and Tourism

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

**INSTRUCTIONAL AREA**  
Marketing

## **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. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Discuss actions employees can take to achieve the company's desired results.
4. Identify company's unique selling proposition.
5. Outline steps to remedy specific problems.

## **CASE STUDY SITUATION**

You are the director of marketing for FORK&KNIFE, a chain of casual dining restaurants with over 500 locations. The chain has been in business since the 1950s, but has seen the most significant growth from 1990 – 2009.

FORK&KNIFE serves up large portions of traditional fare: hamburgers, chicken, ribs, flatbread pizzas, pastas, sandwiches and tacos. Restaurants feature a full bar, a children’s menu and free membership into the FORK&KNIFE loyalty program. The loyalty program allows members to earn points for each purchase. After enough points are accumulated, they can be used for free menu items. Loyalty members are rewarded with a free dessert or free appetizer during their birthday month. The loyalty program was introduced in 2014 and can be accessed through the chain’s website.

FORK&KNIFE last made significant improvements to its restaurants in 2000. All locations were remodeled and the menu was changed to add current trends such as flatbread pizzas, various tacos and more appetizers. The staff uniforms also changed from a casual look to a more streamlined appearance of black pants with solid colored long sleeved button up shirts.

FORK&KNIFE’S marketing campaign, “Dig in!” features television commercials, radio ads and social media sponsored ads. The ads each focus on a different age demographic proclaiming their love of the restaurant and encouraging peers to “Dig in!”

The senior vice president of FORK&KNIFE has shared a report with you that shows the chain’s customers’ intent-to-return score has dropped 6.4% in the last quarter, making it the fourth consecutive quarter to show a decline. The chain has seen steady profit, but it is having a difficult time getting customers to return.

## **YOUR CHALLENGE**

The senior vice president wants the chain’s intent-to-return score to increase. The senior vice president wants you to create strategies that will encourage customers to return to FORK&KNIFE. The senior vice president wants your strategies to include:

- Customer incentives to return
- Changes to service that would increase intent-to-return
- Changes to food/menu items that would increase intent-to-return
- Changes to marketing campaign that would increase intent-to-return

You will present your recommendations to the senior vice president in a meeting to take place in the senior vice president’s office. The senior vice president may be accompanied by additional executives from the company.

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



**RESTAURANT AND FOOD SERVICE  
MANAGEMENT, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 1

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Marketing

Did the participant:

|                               |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b> |   |                 |                    |                    |                      |              |
| 1.                            | Describe marketing functions and related activities?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 2.                            | Explain factors that influence customer/client/business buying behavior?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 3.                            | Discuss actions employees can take to achieve the company's desired results?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 4.                            | Identify company's unique selling proposition?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 5.                            | Outline steps to remedy specific problems?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| <b>PRESENTATION</b>           |   |                 |                    |                    |                      |              |
| 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                 |              |
| <b>TOTAL SCORE</b>            |   |                 |                    |                    |                      |              |