



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 concept of market and market identification.
2. Identify ways to segment hospitality and tourism markets.
3. Explain the use of marketing strategies in hospitality and tourism.
4. Explain factors that motivate people to choose a hospitality and tourism site.
5. Develop promotional materials.

CASE STUDY SITUATION

You are an entrepreneur with an idea for a new concept restaurant, NOSTALGIA. Your idea for this unique restaurant recently turned into reality when an investor expressed interest in your endeavor.

The idea for NOSTALGIA was spurred when having a conversation with friends about the beloved foods of childhood that are no longer considered appropriate to eat. The restaurant would serve up nostalgic foods, such as chicken nuggets, macaroni and cheese, tater tots, pizza bites, fruit cocktail, grilled cheese sandwiches, and the like, with a gourmet twist. The foods would all be served as small bites rather than as a full entrée. Customers would be able to share, ordering more than one menu item at a time.

NOSTALGIA would also be different than traditional restaurants in décor. The set up would not have many traditional tables, but instead showcase a living room or dining room set up, featuring couches, coffee tables and comfortable armchairs.

The restaurant would also feature a bar for patrons who want to dine alone or simply enjoy a beverage barside. The drink menu would feature fun concoctions made with fruit juices and punches from childhood.

The interested investor has asked for more information regarding NOSTALGIA, before making a final decision on funding.

YOUR CHALLENGE

The investor has asked you to determine market planning for NOSTALGIA. The investor wants to know the following information:

- Primary and secondary target markets for the new restaurant (to include age, socio-economic status, marital status)
- Ideal location type (city size and neighborhood type: suburb, downtown, college area, family neighborhood, city center)
- Appropriate days/hours of operation for NOSTALGIA based on location type
- Methods to market NOSTALGIA to primary and secondary target markets
- Types of promotional material need to be developed for successful marketing

You will present your market planning recommendations to the investor in a meeting to take place in the investor's office. The investor may be accompanied by additional interested parties.

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
ICDC Preliminary

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify ways to segment hospitality and tourism markets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop promotional materials?	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						