



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Product/Service Management

## **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**

- Discuss the nature of the menu as a management tool.
- Determine menu priorities.
- Plan menu mix.
- Explain factors that influence customer selection of food places and menu items.
- Explain the principles of supply and demand.

## CASE STUDY SITUATION

You are the director of operations at LUCKY'S CHICKEN, a quick serve restaurant chain with 1,000 locations. LUCKY'S CHICKEN first began operations in 1982, making it one of the youngest fried chicken chains in the nation.

The focus of the LUCKY'S CHICKEN menu has always been its fried chicken. Available in family meal combinations with side items or by itself, LUCKY'S fried chicken is the star of the menu. The recipe has not changed since 1982, nor has any other entrée become a regular menu item.

Quick serve fried chicken is a crowded market. Other chains have tried to differentiate themselves by adding unique menu items as an alternative to fried chicken. Executives at LUCKY'S CHICKEN want the focus to be on the fried chicken, however the company has added a limited-time offer to the menu for the past two years with great success.

Summer is historically the slowest season for fried chicken sales. Warmer temperatures do not lend themselves to hot comfort food as well as cooler temperatures. Two years ago, LUCKY'S CHICKEN introduced a new limited-time offer to its menu during the month of July. LUCKY'S *Smokehouse Chicken*, a smoked and roasted non-breaded half chicken was the limited-time offer. Sales were so good, that LUCKY'S has extended the limited-time offer window each summer.

This past summer the *Smokehouse Chicken* was back the entire summer: from June 1 through August 31. Stores reported record sales and traffic growth. Same-store-sales increased 4.2% and there were double-digit comparative sales in large markets. LUCKY'S CHICKEN locations in major cities had over 100 orders of *Smokehouse Chicken* ordered daily.

The president of the company is extremely impressed with the popularity and success of *Smokehouse Chicken*. The president wants to consider adding *Smokehouse Chicken* to the regular menu, which would be the first time in company history another entrée was added to the menu.

## YOUR CHALLENGE

The president of LUCKY'S CHICKEN wants you to analyze the success of *Smokehouse Chicken* and recommend whether or not it should be added to the regular menu rather than a limited-time offer only in the summer. The president is open to other suggestions, as well. The president wants your analysis to include:

- The principles of supply and demand in relation to limited-time offers
- The principles of supply and demand in relation to *Smokehouse Chicken*
- Possible benefits/risks of adding another entrée to the regular menu for the first time in company history
- The possibility of customers truly loving *Smokehouse Chicken*, or simply a desire for non-breaded, healthier menu option
- Recommendation for menu

## EVALUATION INSTRUCTIONS

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 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 director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**RESTAURANT AND FOOD SERVICE MANAGEMENT  
2020**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Product/Service Management

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Discuss the nature of the menu as a management tool?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine menu priorities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Plan menu mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the principles of supply and demand?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						