



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Market Planning

RESTAURANT AND FOOD SERVICE 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 demonstrate the 21st Century Skills and 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

- Explain factors that influence customer selection of food places and menu items.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain the concept of market and market identification.
- Identify ways to segment hospitality and tourism markets.
- Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of the marketing director for RICARDO'S, a mid-priced restaurant with 10 locations. The owner of RICARDO'S (judge) has asked you to develop a marketing plan that will build a new locations' local clientele, given its unique location.

RICARDO'S menu prices reflect mid-priced entrees served a la carte with the option of adding side items, salads, and appetizers. The first nine RICARDO'S locations have been a great success, all located in large cities. The newest RICARDO'S location is set to be open next month, inside the largest shopping mall in the nation.

The owner (judge) knows that building a clientele while being located inside the largest shopping mall is a challenge. Mall executives state that the majority of mall visitors are tourists, however locals do make up 40% of daily mall traffic. Locals tend to visit the mall for entertainment or for specific shopping purposes, rather than for a meal.

The owner (judge) has asked you to develop a marketing plan for the new RICARDO'S location inside the nation's largest shopping mall. The owner (judge) wants you to choose a select audience, or target market, and determine marketing strategies that will best attract that audience, given that some may be apprehensive about dining at a restaurant inside the largest mall and the unique challenges that may present (parking, locating the restaurant, time involved).

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of RICARDO'S, a mid-priced restaurant with 10 locations. You have asked the marketing director (participant) to develop a marketing plan that will build a new locations' local clientele, given its unique location.

RICARDO'S menu prices reflect mid-priced entrees served a la carte with the option of adding side items, salads, and appetizers. The first nine RICARDO'S locations have been a great success, all located in large cities. The newest RICARDO'S location is set to be open next month, inside the largest shopping mall in the nation.

You know that building a clientele while being located inside the largest shopping mall is a challenge. Mall executives state that the majority of mall visitors are tourists, however locals do make up 40% of daily mall traffic. Locals tend to visit the mall for entertainment or for specific shopping purposes, rather than for a meal.

You have asked the marketing director (participant) to develop a marketing plan for the new RICARDO'S location inside the nation's largest shopping mall. You want the marketing director (participant) to choose a select audience, or target market, and determine marketing strategies that will best attract that audience, given that some may be apprehensive about dining at a restaurant inside the largest mall and the unique challenges that may present (parking, locating the restaurant, time involved).

The participant will present information 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. Why is it important to have locals eat at the restaurant and not just rely on tourists?
2. Does the target market you chose fit with the mid-priced menu? Explain.

Once the marketing director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.

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.



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 2020

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

Participant: _____

INSTRUCTIONAL AREA:
Market Planning

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	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	
2.	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	
3.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify ways to segment hospitality and tourism markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain key factors in building a clientele?	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						