QUICK SERVE RESTAURANT MARKETING 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 the nature of overhead/operating expenses.
- Describe strategies for reducing food loss.
- Identify factors affecting a business’s profit.
- Determine factors affecting business risk.
- Explain the concept of competition.
EVENT SITUATION

You are to assume the role of the general manager for SLIDER TOWN, a quick serve restaurant chain featuring slider sandwiches and sides. The district manager (judge) wants you to suggest new operating hours that will help the location’s profits and expenses.

This SLIDER TOWN is located in a college neighborhood. The college has over 30,000 students and the city has close to 80,000 residents. While there are dozens of fast-food restaurants in the city, there is only one SLIDER TOWN location.

To accommodate the college students, SLIDER TOWN is open 24-hours on Fridays and Saturdays. The college students fill the dining area and the drive thru during the late-night hours. The other days of the week, SLIDER TOWN is open 6:00AM – Midnight.

Each spring, when the school term ends and a large number of students leave the city, SLIDER TOWN sees a significant decline in sales and an increase in food waste. The lack of late-night customers also leads to many food items being thrown away once they are no longer fresh.

The district manager (judge) wants you to suggest new operating hours that will positively impact this SLIDER TOWN’s profits, operating expenses and food waste. You must also explain if the new operating hours will be temporary or permanent.

You will present your ideas to the district manager (judge) in a role-play to take place in the district manager’s (judge’s) office. The district manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the district manager’s (judge’s) questions, the district manager (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. Participant Instructions, 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 district manager for SLIDER TOWN, a quick serve restaurant chain featuring slider sandwiches and sides. You want the general manager (participant) to suggest new operating hours that will help the location’s profits and expenses.

This SLIDER TOWN is located in a college neighborhood. The college has over 30,000 students and the city has close to 80,000 residents. While there are dozens of fast-food restaurants in the city, there is only one SLIDER TOWN location.

To accommodate the college students, SLIDER TOWN is open 24-hours on Fridays and Saturdays. The college students fill the dining area and the drive thru during the late-night hours. The other days of the week, SLIDER TOWN is open 6:00AM – Midnight.

Each spring, when the school term ends and a large number of students leave the city, SLIDER TOWN sees a significant decline in sales and an increase in food waste. The lack of late-night customers also leads to many food items being thrown away once they are no longer fresh.

You want the general manager (participant) to suggest new operating hours that will positively impact this SLIDER TOWN’s profits, operating expenses and food waste. The general manager (participant) must also explain if the new operating hours will be temporary or permanent.

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. How should we notify customers of the change?
2. How could this change negatively impact our employees?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
brief text of the page

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain the nature of overhead/operating costs?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>2. Describe strategies for reducing food loss?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>3. Identify factors affecting a business’s profit?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>4. Determine factors affecting business risk?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>5. Explain the concept of competition?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>21ST CENTURY SKILLS</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Reason effectively and use systems thinking?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
</tr>
<tr>
<td>7. Make judgments and decisions, and solve problems?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
</tr>
<tr>
<td>8. Communicate clearly?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
</tr>
<tr>
<td>9. Show evidence of creativity?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
</tr>
<tr>
<td>10. Overall impression and responses to the judge’s questions</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
</tr>
</tbody>
</table>

TOTAL SCORE