



## **OCCUPATIONAL CATEGORY**

Quick Serve Restaurant  
Management Series

## **INSTRUCTIONAL AREA**

Economics

# **PARTICIPANT INSTRUCTIONS**

## **PROCEDURES**

1. The event will be presented to you through your reading of these instructions including Performance Indicators Evaluated and the Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to meet with a judge to role-play your situation.
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

## **PERFORMANCE INDICATORS EVALUATED**

1. Explain the principles of supply and demand.
2. Explain the concept of competition.
3. Identify factors affecting a business' profit.
4. Explain the key factors in building a clientele.
5. Explain the types of business risk.

## EVENT SITUATION

You are to assume the role of crew leader for CHUNG'S CHINESE, a franchised quick serve restaurant. The restaurant's owner (judge) has asked you to examine the relevant facts and present a recommendation about whether the restaurant should expand into another location inside a large discount department store.

CHUNG'S CHINESE is part of a franchise that specializes in Chinese food. The restaurant is located near a popular shopping plaza, just off of a busy street. The plaza includes a large grocery store, a large discount department store, a movie theater, a miniature golf course and several specialty merchandise shops. Most of the customers of the restaurant are either driving through town or are there for shopping or entertainment.

A second large discount department store is opening soon near the plaza and not far from your location. The restaurant's owner (judge) has been offered the opportunity to open another Chinese franchise restaurant inside the new store. The restaurant owner (judge) is seriously considering this offer and has asked for your advice because of your marketing background. The restaurant has been very successful. The restaurant owner (judge) bought the restaurant as an investment several years ago just as the area was being developed for shopping and entertainment. There were no other quick serve restaurants in the area at that time; therefore, there was not much need to consider many of the economic concerns involved in opening up a second franchise unit.

You should consider the economic concerns as well as other considerations. The following information will help you:

1. While there are other restaurants in the area, your restaurant is the only one serving Chinese food.
2. The restaurant is so successful that the restaurant owner (judge) has been considering expanding the size of the existing restaurant.
3. Many of the customers who currently eat at the restaurants of the discount department store chain are adults over the age of 60.
4. No other store in the chain of the proposed discount store has had a Chinese restaurant on its premises.
5. The restaurant owner (judge) will have to rent the restaurant space from the discount store.
6. If the restaurant owner (judge) does not take advantage of this opportunity, another franchise will be invited to open within the proposed new store.

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

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

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

1. Procedures
2. Performance Indicators Evaluated
3. Event Situation
4. Judge Role-Play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of owner of a quick serve restaurant. The restaurant is part of a franchise that specializes in Chinese food. The restaurant is located near a popular shopping plaza, just off of a busy street. The plaza includes a large grocery store, a large discount department store, a movie theater, a miniature golf course and several specialty merchandise shops. Most of the customers of the restaurant are either driving through town or are there for shopping or entertainment.

A second large discount department store is opening soon near the plaza and your location. You have been offered an opportunity to open another Chinese franchise restaurant inside the new store. You are seriously considering this offer and have asked your crew leader (participant) for advice because of his/her marketing background. Your current restaurant has been very successful. You bought it as an investment several years ago just as the area was being developed for shopping and entertainment. There were no other quick serve restaurants in the area at that time; therefore, there was not much need to consider many of the economic concerns involved in opening up a second unit of the restaurant.

The participant should consider the following information when planning his/her presentation:

1. While there are other restaurants in the area, your restaurant is the only one serving Chinese food.
2. The restaurant is so successful that you have been considering expanding the size of the existing restaurant.
3. Many of the customers who currently eat at the restaurants of the discount department store chain are adults over the age of 60.
4. No other store in the discount store's chain has had a Chinese restaurant on its premises.
5. You will have to rent the restaurant space from the discount store.
6. If you do not take advantage of this opportunity, another franchise restaurant will be invited to open within the proposed new store.

The participant will discuss the economic concerns, as well as the other considerations, with you. The discussion will take place in the office of the restaurant. You will begin the role-play by asking to hear the participant's recommendations about opening a second restaurant location. During the course of the role-play you are to ask the following questions of each participant:

1. Do you think our two locations will be too close to one another?
2. Do you think the new discount department store will attract enough new customer traffic to make a second restaurant profitable?
3. What are some economic risks related to opening a second unit?

Once the participant has completed his/her presentation and answered your questions you may conclude the role-play by saying you will consider the participant's recommendations.

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

## JUDGE'S INSTRUCTIONS

### EVALUATION FORM INFORMATION

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 being demonstrated by the participants, those listed in the Performance Indicators Evaluated 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 chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Excellent	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.
Good	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.
Fair	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.
Poor	Participant demonstrated the performance indicator with little effectiveness or not at all; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49th percentile.

## JUDGE'S EVALUATION FORM

### QSRM

#### DID THE PARTICIPANT:

##### 1. Explain the principles of supply and demand?

**POOR****0, 2**

Explanation of supply and demand was inaccurate or incomplete.

**FAIR****4, 6, 8**

Adequately explained the principles of supply and demand.

**GOOD****10, 12, 14**

Effectively explained the principles of supply and demand.

**EXCELLENT****16, 18**

Very effectively explained the principles of supply and demand; related it to this situation or others.

##### 2. Explain the concept of competition?

**POOR****0, 2**

Identified, but did not explain the concept of competition.

**FAIR****4, 6, 8**

Adequately explained the concept of competition as it relates to this situation.

**GOOD****10, 12, 14**

Effectively explained the concept of competition as it relates to this situation.

**EXCELLENT****16, 18**

Very effectively explained the concept of competition as it relates to this situation.

##### 3. Identify factors affecting a business's profit?

**POOR****0, 2**

Attempts at identifying factors affecting a business's profit were inadequate or unclear.

**FAIR****4, 6, 8**

Adequately identified factors affecting a business's profit.

**GOOD****10, 12, 14**

Effectively identified factors affecting a business's profit.

**EXCELLENT****16, 18**

Very effectively identified factors affecting a business's profit as it relates to this situation.

##### 4. Explain the key factors in building a clientele?

**POOR****0, 2**

Attempts at explaining key factors in building a clientele were ineffective or vague.

**FAIR****4, 6, 8**

Adequately explained how to build a clientele based on the information given.

**GOOD****10, 12, 14**

Effectively explained how to build a clientele based on the information given.

**EXCELLENT****16, 18**

Very effectively explained how to build a clientele; gave examples.

##### 5. Explain the types of business risk?

**POOR****0, 2**

Mentioned, but did not explain the types of business risk.

**FAIR****4, 6, 8**

Adequately explained the types of business risk associated with opening at a second location.

**GOOD****10, 12, 14**

Effectively explained the types of business risk associated with opening at a second location.

**EXCELLENT****16, 18**

Very effectively explained the types of business risk associated with opening at a second location.

##### 6. Overall impression and response to the judge's questions?

**POOR****0, 1**

Demonstrated few skills; could not answer the judge's questions.

**FAIR****2, 3, 4**

Demonstrated limited ability to link skills; answered the judge's questions adequately.

**GOOD****5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**EXCELLENT****8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_