

## **2018 Management Competition**

### **Description**

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a new restaurant concept and presenting to a panel of judges at a simulated business exposition. The teams will also submit a written proposal for review and will present their concepts to various groups of judges through verbal presentations, question and answer periods, and posters.

The competition is designed for students to present their restaurant concept to judges as they rotate throughout the competition floor. The students will set up a 10 x 10 foot trade show booth to demonstrate their restaurant concept. In the booth, students will have a copy of their written proposal and 2 (two) 24 x 36 inch posters. More information on the requirements for the written proposal, booth display, and posters are found on the following pages.

### **Uniform**

Each team is required to dress in uniform during all portions of the competition. This includes Team Check-in, as well as feedback sessions. The uniform should consist of: solid color, long sleeve (females may wear  $\frac{3}{4}$  length sleeves), collared dress shirts, dress pants or skirts and professional footwear suitable for a business meeting, with heel height no more than 3 inches. The ProStart logo must be displayed on the participants' right or left chest. Teams will have the option of using a NRAEF-provided pin if they choose not to have the ProStart logo embroidered on their shirts. The choice of embroidery or pin has no impact on scoring. Please see the NRAEF branding guidelines for questions on logo usage. All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). Khaki pants may be worn as appropriate for the restaurant concept. Jeans are not permitted. Sponsor logos are allowed on the shirts. The team's uniform should reflect a professional event, not their concept, as concept logos are prohibited on their uniforms.

### **Role of the Optional Team Manager**

The team manager is an important asset to the team who also serves as the alternate. The team manager will not be permitted on the competition floor and must stay in the designated team manager seating area. The team manager may be introduced and shake hands at the end of the feedback session. The team manager may not communicate with the other team members, or their educator, to collaborate on answers during the competition period.

In the event a team member is unable to compete, the team should notify the lead official. Only with approval from the lead official, the team manager may permanently replace that team member. The replaced member should leave the competition area and, at the discretion of the educator, may leave the event or may stay and watch as an observer.

## **Preparation for Management Competition**

1. Mentors and educators may assist teams in preparation for the competition; however, they may not prepare the written proposal or posters. Their expertise is limited to acting as a sounding board for concept development.
2. The team's work must be unique and not built off a previously submitted work. Submitting any work, or parts of work, that was previously submitted will result in immediate disqualification. *See Management Specific Disqualifications.*
3. The Management team may collaborate with the Culinary team on the menu and recipe items, including recipe development, costing, pricing and photography.
4. Requirements
  - a) Restaurant Concept must be located in ProStartville. The city's description will include demographics and local points of interest. *See Exhibit A for the 2018 description of ProStartville.*
  - b) Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.
5. To allow the judges adequate time to review your proposal, an electronic draft of the team's written proposal must be submitted to [prostart@nraef.org](mailto:prostart@nraef.org) by the date specified by Event Organizers. The content of the draft will not be judged and teams may make changes to their proposal after that time, however a penalty may be issued if teams do not submit. *See Management Specific Penalties.* More details on the Written Proposal are below.

## **Written Proposal**

1. General Guidelines for the Written Proposal
  - a) Typed, 12 point, Times New Roman or Arial font, 1 inch margins
  - b) Printed on white paper, single-sided, and stapled (NOT in a folder, spiral bound, 3-ring binder, etc.)
  - c) The front cover must include only the following information: state or region, names of team members, and concept name
  - d) Sections should be separated by tabs
  - e) All 15 copies must be identical
  - f) NRAEF will retain one copy of the written proposal at the completion of the competition. This may be used by NRAEF for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.
2. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets in a standard manila colored folder. The team's state or region must be listed on the front of this folder. Note: the school name should not be included.
3. Contents of the Written Proposal are detailed in the following section.

## Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
  - a) Type of establishment
  - b) Purpose and impact
  - c) Meals served (breakfast, lunch, dinner, etc.)
  - d) Hours of operation
  - e) Type of cuisine served
  - f) Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** NRAEF will provide 4 restaurant space scenarios to choose from. Students must use one of the four scenarios provided to create a unique floorplan. (*See Exhibit C for Restaurant Space Scenario Options.*) A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the floorplan will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. (*See Exhibit D for Sample Floorplan.*)
3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper and should NOT include 3D objects affixed to the pages.
4. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept.
5. **Organizational Chart (1 page maximum):** Teams must include an organizational chart that lists the positions that will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. (*See Exhibit E for sample Organizational Chart.*)
6. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The sample menu should be representative of how this information would be communicated to customers including pricing, and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper. *See Exhibit F for clarification on what counts as a menu item.*
7. **Recipes:** For one (1) of the twelve (12) menu items, teams will prepare and provide recipes. Recipes should be typed and submitted on the official recipe and costing template supplied by Event Organizers Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. *See Exhibit G for a sample recipe example.*
8. **Costing:** For one (1) of the twelve (12) menu items, teams will prepare and provide costing information. Costing information should be typed and submitted on the official recipe and costing template supplied by Event Organizers.

Acknowledgements and sources must be listed on each recipe. See *Exhibit H for a recipe cost example*.

- a) Small amounts of dry spices and herbs may be priced as 1% of the total recipe cost.
  - b) Oil for frying may be priced at 2% of the total recipe cost.
9. **Menu Pricing:** Prices must also be developed for the same one menu item costed in item 8 above– calculated at a 33% food cost percentage. The menu price may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67, it would be acceptable to have a price of \$7.95 or \$8.00. However, the final calculation before rounding must be indicated on the menu pricing template.
10. **Photographs (2 pages maximum):** Teams will prepare and photograph at least one, and up to four, menu items to be included in the written proposal. Photographs must be of items made by the team.
11. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop two (2) marketing tactics to launch their restaurant concept. See *Exhibit E for additional information on the different tactics*. Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs. Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm, or a 3<sup>rd</sup> party agency, as a marketing tactic. Website and social media presence are not tactics in and of themselves. For the two marketing tactics, teams must submit a paper-based sample, which may not exceed one standard 8.5" x 11" sheet of paper, of the tactic.
- a) Examples of acceptable samples could include:
    - (a) Newspaper ad – mockup of ad
    - (b) Radio commercial – script
    - (c) TV commercial – storyboard
    - (d) Public relations campaign – sample press release
    - (e) Promotional giveaway items – photo or mockup of item
    - (f) Email campaign – email text and mockup of accompanying artwork
12. **Posters:** Teams will prepare two posters, no larger than 24 x 36 inches. Posters must be entirely flat and may not include any 3-dimensional objects. For example, the poster, when fully constructed, should be able to be rolled up. Event organizers will provide 2 easels, a foam board and clips for display of the posters.
- a) One poster should display the sample menu and the floorplan; the second poster should display one marketing tactic. Concept logos are permitted on the posters, but no other information should be included. See *Management Specific Penalties*.

## **Competition Flow**

### **Day prior to competition**

Check in Written Proposals and Posters

### **Day of competition**

Report to Assigned Booth (10 minutes prior to start time)

Booth set up (5 minutes)

Five Verbal Presentations (7 minute sessions with a 3 minute break between)

Feedback (10 minutes)

### **Team Check-in**

1. Teams should schedule their travel so they arrive at the competition property no later than 1:00 pm on Day 1 to allow sufficient time to check-in their materials. Team check-in is first come, first served with no assigned times given.
2. Should travel delays arise, and as a result a team is unable to check-in their materials during the times specified by Event Organizers, the team must contact their state ProStart Coordinator, who will contact the NRAEF Management Competition Coordinator to make arrangements to submit materials.
3. At check-in, teams will submit the following items (*See Exhibit B for Outline and Checklist*)
  - a) Fifteen (15) copies of the written proposal
  - b) Menu and Costing information in a separate manila folder
  - c) Two (2) 24 x 36 inch posters

### **Day of Competition**

1. Teams will report to the Management Competition floor and their assigned booth 10 minutes before their scheduled start time. Team posters and 1 copy of the Written Proposal will be in the assigned booth at this time. Teams will have an additional 5 minutes to set up their booth. Inside the booth will be one table, and two easels, for poster display. Teams may have one copy of the written proposal and no other props. Each student may bring a bottle of water and notecards into the booth. No other items will be permitted.
2. At the designated time, the competition will begin and will include 7-minute presentation segments. During this time, students will present on the relevant section of their concept, reference their posters, and answer judge questions. Each set of judges will rotate to the next booth at the conclusion of this 7-minute period. There will be a 3-minute break, and announcement of the next group of judges before the next judges arrive.
3. Teams may not shake hands, distribute materials to judges or use additional materials (business cards, promotional items, props, etc.) during the competition segments. Any relevant materials must be included in the written proposal.
4. Critical Thinking Judges will question each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team mini-scenarios from four of the following categories: 1) safety and sanitation, 2)

customer service, 3) social media, 4) human resources and staffing, 5) menu development and design, 6) marketing, and 7) concept knowledge. All teams will be evaluated on the same categories – the chosen categories will NOT be distributed at check-in. The team will then present how they would address that scenario from the context of their unique restaurant concept. (*For sample scenarios, see Exhibit K*).

5. See *Exhibit L* for a sample Management Competition timeline.

## **Scoring**

A maximum of 195 points can be earned by a team during the Management Competition. The Concept worth is 30 points, the Menu and Costing is worth 35 points, the Marketing is worth 40, the Operations is worth 30, Critical Thinking is worth 55, and Menu and Recipe Costing is worth 5 points. In the event of a tie, the tied team with the highest number of Critical Thinking points will be awarded one (1) additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules. See *Exhibit M* for sample Judges Sheets.

## **Management Competition Penalties**

The following are fixed deductions.

1. The team is not dressed in uniform – 5 points
2. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
3. Team submits more or fewer than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. Team submits recipes for more or fewer than 1 menu item – 5 points
6. Team submits food costing worksheets for more or fewer than 1 menu item – 5 points
7. Team submits more or fewer than 1 menu pricing worksheet – 5 points
8. Team submits more or fewer than 2 marketing tactics – 5 points
9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
10. Written proposal does not meet specifications, or was not submitted on time – 5 points
11. Menu and Costing information not presented in a separate manila folder – 5 points
12. All 15 copies of the written proposal are not identical – 5 points

## **Management Specific Disqualifications**

1. Team submitted work, or parts of work, that was previously submitted.
2. Violation of the General Disqualifications on page 5.

## **Event Personnel**

1. Event Organizers (NRAEF staff members)
2. Volunteers assigned and trained by NRAEF, to assist with the event.

3. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official. Lead official does not score teams.
4. All judges will be consistent from team to team (i.e., judges scoring Restaurant Concept will be responsible for scoring that category for all teams).

### **Post Competition**

The written proposal and posters must be picked up by 6pm the last day of the competition or it will be disposed of by the Event Organizers. NRAEF will retain one copy of the written proposal from each team.

## **Exhibit A – Management**

### **2018 Location Description – ProStartville, USA**

#### **Demographics:**

The geographic location of ProStartville, USA is at your discretion.

ProStartville, USA is home to a diverse group of families, students, and young professionals. Residents of ProStartville enjoy a thriving arts scene, a large university with a strong sports program, an international airport, and unique neighborhoods.

- Population – 270,000
- Median age – 33
- Families – represent 29% of the population



## Exhibit B – Management

### Written Proposal Outline and Checklist

The information in the fifteen written proposals must be presented in the following order in sections separated by tabs:

- ☐ Restaurant concept description
  - Type of establishment
  - Type of cuisine served
  - Meals served
  - Hours of operation
  - Target market
- ☐ Floorplan of selected Restaurant Space Scenario
- ☐ Description of interior and décor
- ☐ SWOT Analysis
- ☐ Organizational Chart
- ☐ Sample menu
- ☐ Recipe(s) for one menu item
- ☐ Costing worksheet(s) for one menu item
- ☐ Menu pricing worksheet(s) for one menu item
- ☐ Photo of one menu item
- ☐ Two marketing tactics
  - Description
  - Goal
  - Budget
  - ROI
  - Sample

Manila Folder- Teams must prepare one additional copy of just the sample menu, the recipes, photographs, costing and menu pricing worksheets in a manila folder. The team's state must be listed on the front of the folder.

Additional information on the construction of the Written Proposal is found on page 28.

## Exhibit C – Management

### Restaurant Space Scenario Options

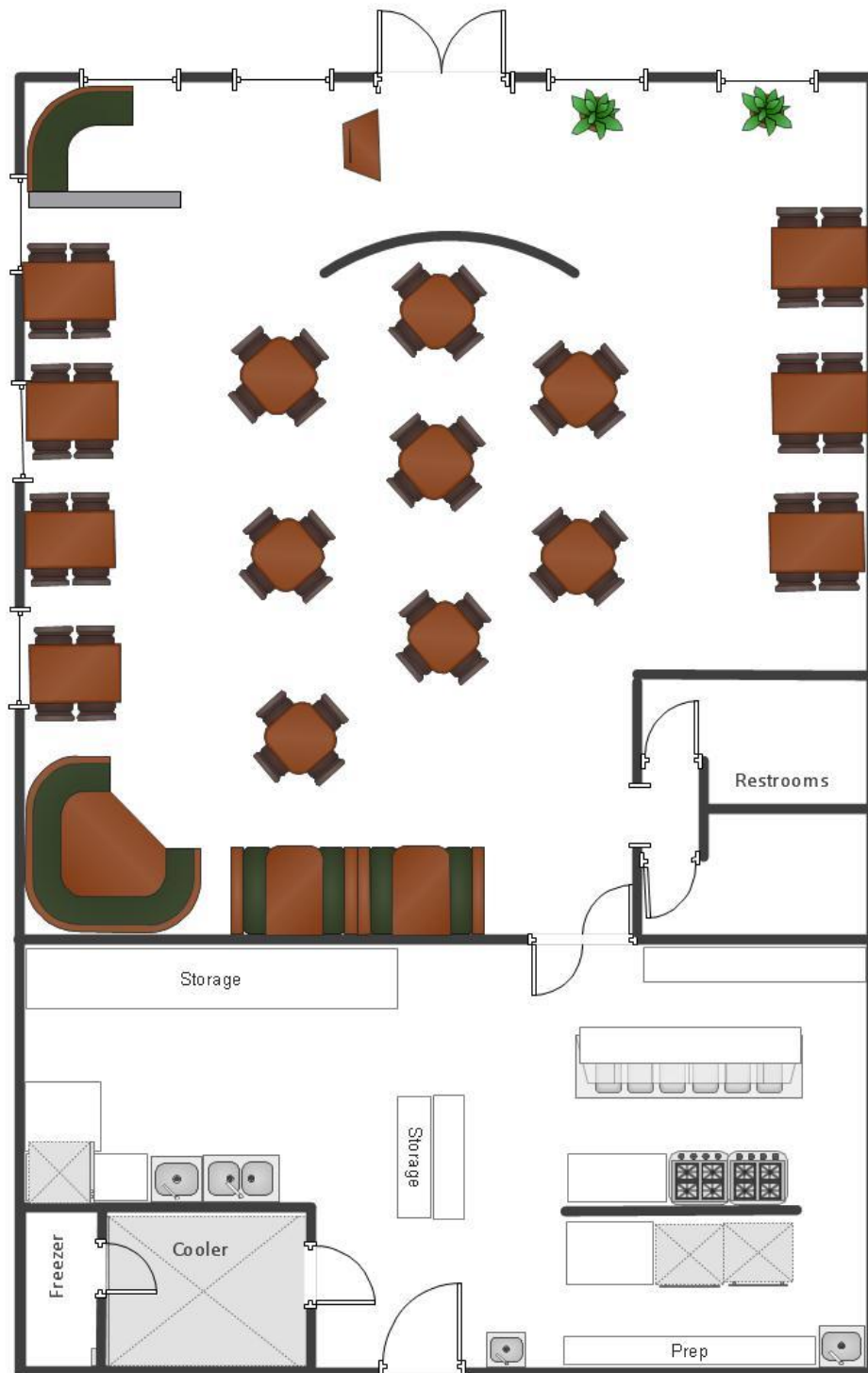
There are four scenarios available to choose from. The management team may enhance their selected scenario but the team may not change the set parameters.

*Example of prohibited change of set parameter – A team selects the freestanding option but explain that many of the offices are actually working seven days a week so it's always busy.*

- A. Freestanding – Located in the heart of Main Street, a spot just opened up in between the county court house and the ProStartville Community Center.
  - i. Pro: There's plenty of activity in the area to draw in customers by foot traffic.
  - ii. Con: Location in business district lends itself to busy days and quiet nights.
- B. Airport – Restaurant space available in the ProStartville International Airport in Concourse B after passengers pass through TSA security.
  - i. Pro: People are always traveling and the seasonal busy times mean big business.
  - ii. Con: The customer base is limited to travelers and airport employees.
- C. Food Truck – Perhaps the most flexible option. You are bringing the food to the masses.
  - i. Pro: You can bring your business to busy locations and popular events.
  - ii. Con: Limited working space within the truck so a dependable staff is crucial.
- D. Strip Mall – The strip mall is located near the large university and contains a nail salon, a craft store, a bank, and a few other new businesses opening up.
  - i. Pro: With new businesses opening up, they are sure to draw attention.
  - ii. Con: Due to the increased activity, parking may be a challenge.

## Exhibit D – Management

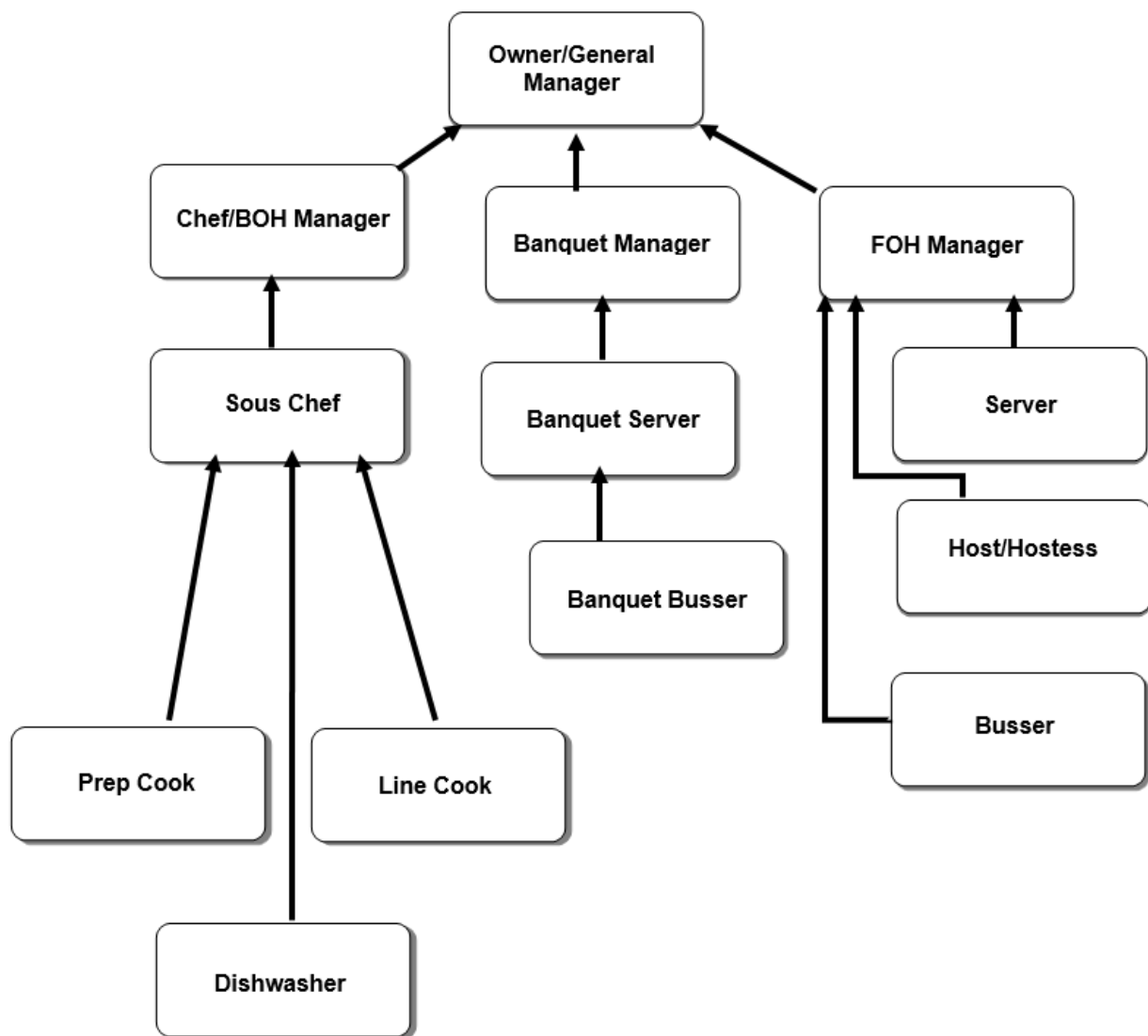
### Sample Restaurant Floorplan



## Exhibit E – Management

### Sample Organizational Chart

The Organizational Chart below is an example of the positions needed to staff a full service restaurant with catering functions.



## Exhibit F – Management

### Menu Item Clarification

The intent is for teams to develop a menu featuring only twelve menu items. This may be treated as a representative sample that is reflective of the concept's broader menu. Please see the below information on what constitutes a menu item.

#### Menu Item Clarification

The general rule of thumb for what counts as a menu item is that anything that is packaged together for one price counts as one item. Please see the examples below for further clarification.

An exception is a table d'hôte menu (see *Foundations of Restaurant Management & Culinary Arts Level 2*, pgs. 473-74) or prix fixe menu. In those cases, each dish that makes up the table d'hôte or choice for prix fixe counts as one menu item.

For a “build your own” concept, ingredients that are individually priced would count as one menu item. The example below includes 9 menu items and are noted in red below.

#### Bayside Burrito Grille

Item Type Choose 1	Protein Choose 1	Toppings Choose 2 (\$1 for additional topping) <sup>5</sup>	Extras
Burrito	Chicken <sup>1</sup> \$6.25	Beans and Rice	Chips and Salsa <sup>6</sup> \$3.00
Bowl	Steak <sup>2</sup> \$6.50	Cheese	Guacamole <sup>7</sup> \$4.00
Tacos	Ground Beef <sup>3</sup> \$5.95	Salsa	Chips and Guacamole <sup>8</sup> \$6.00
Salad	Vegetarian <sup>4</sup> \$5.75	Sour Cream	Chips only <sup>9</sup> \$2.00

For beverages, each item that is individually priced would count as a menu item. The example below includes 20 items. **NOTE:** The Cappuccino and Café Latte, while priced the same, are two separate menu items as they are substantially different items. The Brewed and Iced Coffee are two separate menu items as they are priced differently.

#### Central Perk Coffee Shop

Item	Small	Medium	Large
Espresso	1.75 <sup>1</sup>	1.95 <sup>2</sup>	--
Cappuccino	2.95 <sup>3</sup>	3.65 <sup>4</sup>	3.95 <sup>5</sup>
Americano	2.15 <sup>6</sup>	2.55 <sup>7</sup>	2.95 <sup>8</sup>
Café Latte	2.95 <sup>9</sup>	3.65 <sup>10</sup>	3.95 <sup>11</sup>
Vanilla Latte	3.45 <sup>12</sup>	4.15 <sup>13</sup>	4.45 <sup>14</sup>
Brewed Coffee	1.95 <sup>15</sup>	2.45 <sup>16</sup>	2.95 <sup>17</sup>
Iced Coffee	2.15 <sup>18</sup>	2.65 <sup>19</sup>	3.15 <sup>20</sup>

On the sample menu below, there are examples of how to count menu items.

- Each Appetizer and Salad counts as one menu item
- Each Sandwich counts as one menu item, the costing for each item would include the most costly of the side choices
- Each Dinner item counts as one menu item, costing would include all sides and sauces
- Each Dessert is one item, Each Beverage is one item
- Total menu items count for this menu is: 16

<p style="text-align: center;"><b>Appetizers</b></p> <p><b>Calamari</b> <sup>1</sup> <b>\$8.00</b> Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.</p> <p><b>Spinach and Artichoke Dip</b> <sup>2</sup> <b>\$7.50</b> Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.</p>	<p style="text-align: center;"><b>Salads</b></p> <p><b>House</b> <sup>3</sup> <b>\$6.50</b> Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes &amp; balsamic dressing</p> <p><b>Crazy</b> <sup>4</sup> <b>\$8.50</b> Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions &amp; balsamic dressing</p> <p><b>Wild Alaska Salmon</b> <sup>5</sup> <b>\$10.50</b> Alaska salmon, spring greens, tomatoes, sliced lemon &amp; balsamic dressing</p>
<p style="text-align: center;"><b>Sandwiches</b></p> <p>Available with your choice of potato, pasta or green salad</p> <p><b>Best Burger</b> <sup>6</sup> <b>\$8.50</b> ¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese</p> <p><b>Best Chicken</b> <sup>7</sup> <b>\$8.00</b> Chicken breast, spring greens, tomatoes, onions &amp; basil mayo</p> <p><b>Garden Burger</b> <sup>8</sup> <b>\$7.00</b> Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot &amp; basil mayo</p>	<p style="text-align: center;"><b>Entrees</b></p> <p><b>Pot Roast Dinner</b> <sup>9</sup> <b>\$15.75</b> Piled high with cippolini onions, carrots &amp; mushrooms over mashed potatoes, served au jus</p> <p><b>Chili Glazed Salmon</b> <sup>10</sup> <b>\$16.50</b> Served over a roasted vegetable &amp; quinoa pilaf finished with micro greens</p> <p><b>Chicken Pot Pie</b> <sup>11</sup> <b>\$13.00</b> Roasted chicken in an herbed cream sauce with leeks &amp; carrots under a pastry crust</p>
<p style="text-align: center;"><b>Desserts</b></p> <p><b>Cake of the day</b> <sup>12</sup> <b>\$4.00</b> <b>Ice Cream Sundae</b> <sup>13</sup> <b>\$3.50</b> Choice of chocolate or caramel sauce</p>	<p style="text-align: center;"><b>Beverages</b></p> <p><b>Soda</b> <sup>14</sup> <b>\$2.00</b> <b>House made Lemonade</b> <sup>15</sup> <b>\$2.50</b> <b>Brewed Coffee, Regular or Decaf</b> <sup>16</sup> <b>\$1.50</b></p>

## Exhibit G – Management

### Recipe Example

*NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include separate recipes for the chicken, the spinach, the potatoes and the sauce.*

Management teams must complete this worksheet prior to the competition and include in both the written proposal and costing folder. Portion size is at your discretion.

<b>State Name</b>	Awesome State
<b>Educator Name</b>	Chef Jane Doe

<b>Menu Item</b>	Chicken Gruyere		
<b>Number of Portions</b>	4	<b>Portion Size</b>	1 breast / approx. 8 oz.
<b>Cooking Method(s)</b>	Sauté, bake		
<b>Recipe Source</b>	Chef		

Ingredients	
Item	Amount
Butter	2 oz.
Onion, sliced	8 oz.
Swiss Cheese, shredded	3 oz.
Bread Crumbs	3 oz.
Paprika	1 teaspoon
Chicken Breast, Airline, skinless	4, approx. 8 oz. each
Salt and Pepper	To taste
White Wine	3 oz.
Chicken Stock	3 oz.

Procedure
<ol style="list-style-type: none"><li>1. Sauté onions and ½ butter until soft but not brown.</li><li>2. Combine cheese, bread crumbs and paprika</li><li>3. Sprinkle chicken breasts with salt and pepper</li></ol> <p>Remainder of procedures...</p>

## Exhibit H – Management

### Recipe Cost Example

*NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include separate recipe costing sheets for the chicken, the spinach, the potatoes, and the sauce.*

Management teams must complete this worksheet prior to the competition and include in both the written proposal and costing folder.

<b>State Name</b>	Awesome State		
<b>Educator Name</b>	Chef Jane Doe		
<b>Menu Item</b>	Chicken Gruyere		
<b>Number of Portions</b>	4	<b>Portion Size</b>	1 breast/ approx.8 oz.

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Butter	1 pound	\$4.59	\$0.287/oz.	2 oz.	\$0.574
Onion	3 lbs.	\$1.98	\$0.041/oz.	8 oz.	\$0.328
Swiss Cheese	1 pound	\$5.99	\$0.374/oz.	3 oz.	\$1.122
Bread Crumbs	15 oz.	\$1.75	\$0.117/oz.	3 oz.	\$0.351
Paprika	2 oz. / 12 tsp	\$1.79	\$0.895/oz.	.167 oz./1 tsp	\$0.149
Chicken Breast	1 pound	\$1.98	\$1.98/#	2 #	\$3.96
White Wine	750 ml / 25.4 oz.	\$12.00	\$0.472/oz.	3 oz.	\$1.416
Chicken Stock	1 gallon	\$6.00	\$0.047/oz.	3 oz.	\$0.141

<b>Subtotal</b>	\$8.041
<b>1 % for small amounts of spices (Q Factor)</b>	\$0.08
<b>Total Recipe Cost</b>	\$8.121
<b>Portion Cost</b>	\$2.03



## Exhibit I – Management

### Menu Price Example

*NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include one (1) menu price sheet for the completed menu item.*

Management teams must complete this worksheet prior to the competition and include in both the written proposal and costing folder.

<b>State Name</b>	Awesome State		
<b>Educator Name</b>	Chef Jane Doe		

<b>Menu Category</b>	<input type="checkbox"/> Starter	<input checked="" type="checkbox"/> X Entree	<input type="checkbox"/> Dessert
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Recipe	Portion Cost
Chicken Gruyere	\$2.03
Sauteed Spinach (from additional recipe and costing sheets)	\$0.753
Roasted Potatoes (from additional recipe and costing sheets)	\$0.961
Sauce (from additional recipe and costing sheets)	\$0.354

<b>Total Plate Portion Cost</b>	\$4.098
<b>Menu Price at 33% Food Cost</b>	\$12.418
<b>Actual Price on Menu</b>	\$12.75

## **Exhibit J – Management**

### **Marketing Tactic Clarification**

Teams must include two marketing tactics as a part of their presentation. The below categories, taken directly from the curriculum, will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

Website and social media presence are not tactics in and of themselves. For example, Sprinkles Cupcakes uses twitter for a “whisper words” promotion. Each day a “whisper word” is announced via the official Sprinkles twitter account, and the first 50 patrons to whisper the word of the day receive a free cupcake. In this example, twitter is a vehicle for the promotion. The promotion is actually sample/free product.

**Advertising** – Paying to present or promote an operation’s products, services, or identity.

- Newspaper
- Radio
- Magazine
- Billboard
- Metro Transit
- Digital advertisements on social media

**Promotions** – Incentives to entice customers to patronize an operation.

- Frequent shopper program
- Special Pricing
- Special Events
- Samples
- Contest/sweepstakes
- Signage & display materials
- Merchandising
- Carryout & door hanger menu

**Public Relations** – The process by which an operation interacts with the community at large.

- Hosting a charity event
- Press release
- Sponsoring a team or event

**Direct Marketing** – Making a concerted effort to connect directly with a certain segment of the market.

- Post Card mailing campaign
- E-mail campaign
- Deal of the Day website (Groupon, Living Social, etc.)
- Smart phone application that updates and informs customers directly
- Flyers

## **Exhibit K – Management**

### **Sample Critical Thinking Scenarios**

#### Social Media

- A guest leaves a negative comment of your restaurant on a popular restaurant review website. How would you handle?
- Someone posts a bad comment on your restaurant's Facebook page – what should you do?

#### Safety & Sanitation

- While pulling out the beef for your signature ribeye, your prep cook notices that the walk-in seems a bit warm. What do you do?
- While cutting lemon wedges for iced teas, your server finds a moldy lemon halfway through the box of lemons. What should the server do?
- We see that you have a line cook position. While the line cook is carrying your signature soup, he slips in a puddle of water by the dish area. What do you do?

#### Customer Service

- A reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in – what will you tell them?
- A guest chokes on a toothpick on their way out the door - what do you do?

#### Human Resources & Staffing

- One of your employees reports that he is being bullied by another employee. How would you address this? Who would you speak to first?
- A guest calls the day after dining and complains that the server added an extra \$5 to the tip the guest left. How do you address this?

#### Marketing

- In the coupon you printed in the newspaper, you forgot to put an expiration date. Two months later, a table presents it for redemption- what do you do?

#### Menu Development and Design

- You don't sell as much of the filet as you anticipated on Friday night, what will you do with the extra filets?
- A guest at your steakhouse is a vegetarian – what can you serve him/her?

#### Concept Knowledge

- Due to your location you serve a high volume during lunch. However, dinner tickets are down. What can you do to increase dinner volume?
- A restaurant very similar to yours opens up across the street – how do you compete?

## Exhibit L – Management

### Sample Management Competition Timeline

*NOTE: The exact order of which category will be judged will vary for each team depending on where the judges start. The order will be announced once the competition schedule is set.*

Team	Report and Setup	Judging Rotation 1	Judging Rotation 2	Judging Rotation 3	Judging Rotation 4	Judging Rotation 5		Feedback Sessions
		NOTE: Judging order will vary by team						
Team 1	8:30	8:35	8:45	8:55	9:05	9:15	Break	9:35
Team 2	8:30	8:35	8:45	8:55	9:05	9:15		9:35
Team 3	8:30	8:35	8:45	8:55	9:05	9:15		9:45
Team 4	8:30	8:35	8:45	8:55	9:05	9:15		9:45
Team 5	8:30	8:35	8:45	8:55	9:05	9:15		9:55
	Break							
Team 6	10:15	10:20	10:30	10:40	10:50	11:00	Break	11:20
Team 7	10:15	10:20	10:30	10:40	10:50	11:00		11:20
Team 8	10:15	10:20	10:30	10:40	10:50	11:00		11:30
Team 9	10:15	10:20	10:30	10:40	10:50	11:00		11:30
Team 10	10:15	10:20	10:30	10:40	10:50	11:00		11:40
	Break							
Team 11	12:25	12:30	12:40	12:50	1:00	1:10	Break	1:30
Team 12	12:25	12:30	12:40	12:50	1:00	1:10		1:30
Team 13	12:25	12:30	12:40	12:50	1:00	1:10		1:40
Team 14	12:25	12:30	12:40	12:50	1:00	1:10		1:40
Team 15	12:25	12:30	12:40	12:50	1:00	1:10		1:50
	Break							
Team 16	2:10	2:15	2:25	2:35	2:45	2:55	Break	3:15
Team 17	2:10	2:15	2:25	2:35	2:45	2:55		3:15
Team 18	2:10	2:15	2:25	2:35	2:45	2:55		3:25
Team 19	2:10	2:15	2:25	2:35	2:45	2:55		3:25
Team 20	2:10	2:15	2:25	2:35	2:45	2:55		3:35

## Exhibit M – Management

### Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Concept (30 points)</b>						
Description of Concept	1-2	3-4	5-6	7-8	9-10	
SWOT Analysis	1-2	3-4	5-6	7-8	9-10	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
<b>Menu and Costing (35 points)</b>						
Menu Matches Concept	1	2	3	4	5	
Description of 12 items	1	2	3	4	5	
Sample of how presented	1	2	3	4	5	
Photos	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Menu Poster	1	2	3	4	5	
<b>Marketing (40 points)</b>						
Matches Concept	1	2	3	4	5	
ROI	1	2	3	4	5	
Tactic Budgets	1	2	3	4	5	
Samples	1	2	3	4	5	
Creativity	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Marketing Poster	1	2	3	4	5	
<b>Critical Thinking (55 points)</b>						
Teamwork	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Category 1	1-2	3-4	5-6	7-8	9-10	
Category 2	1-2	3-4	5-6	7-8	9-10	
Category 3	1-2	3-4	5-6	7-8	9-10	
Category 4	1-2	3-4	5-6	7-8	9-10	
<b>Operations (30 points)</b>						
Layout Selection & Floorplan	1-2	3-4	5-6	7-8	10	
Interior and décor	1	2	3	4	5	
Organizational chart	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
<b>Menu and Costing (5 points)</b>						
Recipes, Costing, Pricing	1	2	3	4	5	

<b>DISQUALIFICATION</b>	<b>PENALTY</b>
<b>Reason for Disqualification:</b>	<b>Reason for Penalty:</b>
_____ Team missed Orientation.	_____ Team uniform does not fit competition guidelines. 5 points.
_____ Team missed appointed time to compete.	_____ Restaurant concept not located in ProStartville or does not match provided restaurant space scenarios. 5 points.
_____ Team received coaching/communication while competing.	_____ Menu includes more or less than 12 menu items. 5 points.
_____ Team used parts of a previously submitted work	_____ Includes food costing worksheets for more or fewer than 1 menu item. 5 points.
_____ Team did not compete in each event segment (written, verbal, critical thinking)	_____ Includes more or less than 1 menu pricing worksheet. 5 points.
_____ General disqualifications listed on page 5.	_____ Includes more or less than 2 marketing tactics. 5 points.
	_____ Written proposal does not meet specifications, or was not submitted on time. 5 points.
	_____ All 15 written proposal copies are not identical. 5 points.
	_____ Team includes an alcoholic beverage as one of their menu items. 5 points.
	_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics. 5 points.
	_____ Team does not use one of the four NRAEF provided restaurant space scenarios. 5 points.