**2015**

**VBTC English and Culinary Arts Competition**

**Management / Entrepreneurial Competition**

**Procedures and Rules**

**Friday, March 20th, 2015**

**(you will need to be here ALL DAY)**

Participating teams, educators and mentors are responsible for understanding and following all of the procedures and guidelines contained in this document. Please read through these rules carefully to avoid receiving any penalties during the competition.

Questions about the event should be referred to Mz. K, Mrs. Zap or Diana Stump.

**2014 Competition Procedures and Rules**

**Eligibility**

All high school students currently enrolled in a program through their high school or career center using the competition curriculum.

1. Participating teams will consist of 1 individual.

2. Students may only compete for two years.

**General Disqualifications**

1. Teams must check in and turn in their written submissions by Friday, March 20th, 2015.

2. Teams must arrive at the appointed time to compete or they will be disqualified.

3. Teams must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing teams. NO EXCEPTIONS.

4. Misconduct, which includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, during the school year in general, or in activities or locations related to the event, may disqualify a participant or the participant’s team from awards or further participation. Poor attitude in class and falling behind by more than 2-3 assignments could also result in loss of participation (students would then complete the alternative English assignment).

5. Teams must compete in each event segment in the competition or they will be disqualified. Management teams must compete in Written Proposal, Verbal Presentation, Visual Display and Critical Thinking. Failure to compete in any event segments will disqualify the team.

**Final Scoring**

All judges have been carefully selected by Mz. K, Mrs. Zap and Miss Diana. Judges have reviewed the rules in advance of the competition and participated in an orientation. All decisions and scoring by judges is final.

**2014 Management Competition**

**Purpose**

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a business proposal for a new restaurant concept. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. Teams will prepare a comprehensive written proposal, verbal presentation and visual display. Teams will also be tested on their critical thinking skills by reacting to potential management challenges related to their concept. Their performance during the event will be observed and rated by judges from the foodservice industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

**Uniform**

Each team will be required to dress in uniform during Team Check-in, Verbal Presentation, Visual Display and Critical Thinking. The uniform consists of: solid color, long sleeve (females may wear ¾ length sleeves), button down dress shirts (the collar does not need to button); dress pants or skirts; and professional footwear. All team members should wear the same shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets or suits.

DUE: Friday, March 20th, 2014

**Scoring**

The total points possible in the management competition are 175 points. The Written Proposal will be worth 55 points, the Verbal Presentation will be worth 55 points, the Visual Display will be worth 15 points, and Critical Thinking will be worth 50 points. If there is a tie, the tied team with the highest number of Verbal Presentation points will be awarded one (1) additional point to break the tie. If there is a tie and the tied teams have the same number of Verbal Presentation points, an appropriate panel of judges will determine a second tie breaker. Teams will only be evaluated on the information and materials requested in these rules *(See Exhibit A)*.

**Preparation for Competition**

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, verbal presentation or visual display. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
2. Teams will develop a proposal to launch a new restaurant concept in their chosen city.
3. In the proposal, teams will fully define the restaurant concept, develop a menu that fits the restaurant concept, and develop a marketing plan to support the launch of the restaurant concept.
4. To convey their proposal, teams will prepare a written proposal, a verbal presentation and a visual display.

5. The team’s work must be unique and not built off another team’s previous work. Any work, or parts of, previously submitted team’s work will result in immediate disqualification**.**

**Written Proposal**

1. In the written proposal, teams must include an Executive Summary describing what will be covered in the proposal and should act as an introduction. Teams must also have a conclusion summarizing what was presented in the proposal. So…your Executive Summary should be a description of what the purpose for your restaurant is within your design concept. This should be around 1-2 paragraphs in length.

2. Teams must describe the new restaurant concept. The restaurant concept description must include at least the below information. This should also be in paragraph format for each bullet with the exception of the hours of operation. We will review the hours of operation section in class:

**a.** Type of establishment – (***see Foundations of Restaurant Management***

***& Culinary Arts Level 1, pg. 8 for descriptions)***

b. Meals served (breakfast, lunch, dinner, etc.)

c. Hours of operation

d. Type of cuisine served

e. Location of restaurant (standalone, strip mall, office high rise, etc.)

f. Target market within the city of your choice (defining characteristics, demographics, business/leisure, etc.)

3. Teams must describe how the restaurant’s interior and décor will complement the restaurant concept. Paper-based samples and photos may be included to support the description.

4. A basic diagram of the restaurant’s layout (front-of-the-house and back-of-the- house) must be provided. The diagram may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the diagram 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. You can also find and use samples from the internet.

*5.* Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position.

6. Teams must develop a menu to support the restaurant concept that includes exactly 6 menu items (2 apps, 2 entrees, 2 desserts). If beverages are listed on the menu, each beverage counts toward the **6** menu items. Alcoholic beverages cannot be included on the menu. The menu items must reflect appropriate menu content based on the restaurant concept. A written description of the **6** menu items must be included. *For a detailed explanation of what counts as a menu item, (See Exhibit D).*

7. A sample that shows how menu items will be communicated to customers – including pricing (which may be discussed in your Math class)- must be included (maximum 8 ½” x 11” paper). The sample should be reflective of the restaurant concept – such as a drawing of a menu board for a quick-service restaurant or sample hand-out menu for a full-service restaurant.

8. For 3 of the 6menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Mz. K. and Mrs. Zap. This will be saved in the Program file on the network. Please copy and paste the document into your personal drive. DO NOT edit from the network drive. Acknowledgements and sources must be listed on each recipe**.** Recipes must be written in a logical sequence. *Refer to Becoming a Restaurant or Foodservice Professional Year 1, pg. 180, or Foundations of Restaurant Management & Culinary Arts Level 1, pg. 245, for additional information.*

9. Teams may have an opportunity to prepare and photograph the 3 menu items detailed above prior to competition, and include photos of the 3 items in the written proposals. This option will only be available as a possibility for those students who complete all of their work on time in English, Math and Science, along with completing the required areas of Culinary and passing such topics as Knife Skills, Sanitation, etc.

10. **MATH:** those same 3 menu items, teams must prepare recipe costs - typed and submitted on the official costing template supplied by Mz. K and Mr. S. *Refer to Becoming a Restaurant or Foodservice Professional Year 1, Chapter 12, or Foundations of Restaurant Management & Culinary Arts Level 2, pg. 258, for more information.*

11. **MATH:** Prices must also be developed for these 3 items – calculated at a 33% food cost percentage. 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 will be acceptable to have a price of $7.95. However, the final calculation before rounding must be indicated on the menu pricing template. On the sample of how the menu will be presented to customers (see rule 6 above), please base pricing for all 12 items off the prices calculated for these 3 items. *Refer to ProStart Year 1, pg. 491, or Foundations of Restaurant Management & Culinary Arts Level 2, pg. 483.*

12. The management team is allowed to collaborate with the possible culinary team on the 3 items, including recipe development, costing, pricing and photography for the VBTC presentation. This will be determined at a later date.

13. Teams will develop 2 marketing tactics to launch their restaurant concept. For information on the different tactics please see *Exhibit C.* Alcohol-related activities or promotions cannot 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.

14. For the 2 marketing tactics, teams must submit a paper-based sample (maximum

8½” x 11” paper) of the tactic. 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 g. Social Media – sample Facebook or Twitter page, etc.

h. “Deal-of-the-Day” Third Party – explanation and mockup of deal

15. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in (*See Exhibit A),* and each section should be separated by tabs. Teams will prepare 11 copies of the proposal in a clear front, soft-bound report format – 1 for each Verbal Presentation Judge (6 copies), and 4 for the Critical Thinking Judges (4 copies) and 1 for the Visual Display judges. The outside back cover of the written proposal must list the following information: state, school name, names of team members and concept name. For samples of acceptable presentation binders, see

<http://www.staples.com/Staples-Presentation->Binder/product\_SS463380?cmArea=SC1:CG1091:DP4635:CL162165 or <http://www.staples.com/Oxford-Clear-Front-Report->Cover/product\_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501. All 11 copies must be identical.

16. Teams must prepare an additional copy of just the menu listing (#6) and sample (#7), the recipes (#8), photographs (#9), costing (if completed with Mr. S) (#10) and menu pricing (#11) worksheets in a manila folder. The team’s state **must** be listed on the front of the folder.

17. To allow the judges adequate time to review your proposal, an electronic draft of the team’s written proposal must be submitted to Mrs. Zapalowski megmzap@gmail.com by Friday, March 20th, 2015. The draft will not be judged and you may make changes to your proposal after that time.

18. One copy of the written proposals submitted will not be returned to teams at the conclusion of the competition. The remaining written proposals will be available for pick up after the team’s feedback session.

19. Excerpts from the written proposals of the top 5 winning teams may be used as examples during training or informational sessions.

**Verbal Presentation DUE: Friday, March 20th, 2015**

1. Using the materials developed for the written proposal, teams will prepare a maximum 5-10-minute verbal presentation that will be presented on-site to judges.

2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. You may also use other ways to present your information such as iMovie, video, etc. Get creative here. Communicate with your instructors and ask if you need access to resources. You would be amazed at the materials and resources we have access to so it doesn’t hurt to ask.

3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the “investors” have not reviewed the written proposal and pull out the relevant information to be presented in person.

4. Teams **should** use their visual display as a visual aid during the verbal presentation.

**Visual Display DUE: Friday, Friday, March 20th, 2015**

1. Using the materials developed for the written proposal, teams will build a display to visually reflect their restaurant concept. Judging will be based on how well the display conceptualizes the restaurant concept, along with meeting the requirements below. The displays will be available for public viewing.

2. The displays must be 36” x 48” tri-fold displays, made only of corrugated cardboard or foam core, and will be placed on top of 6’ tables for viewing. Materials attached to the display may not exceed the dimensions of the display, or hang over the edges. These boards will be purchased by your program and be given to you within the first few weeks of the project.

For examples of acceptable displays, see <http://www.elmers.com/product/detail/902090><http://www.elmers.com/product/detail/730300>

3. At a minimum, the display must include:

a. Name and brief description of restaurant concept b. Diagram of restaurant layout

c. Sample of how menu will be presented to customers d. Description and samples of the marketing tactics

**i. Samples may be either a mock up or an image of the tactic.**

4. Teams are encouraged to use creativity in their display. Teams may use 3-D items to enhance their display, however, all materials that are part of the display must be attached to the display board – no additional items may be placed on the table top or on the area in front of the table (other than the copy of the written proposal).

6. Teams must attach an 8 ½” X 11” sheet of paper to the back of the display listing the names of the team members, school, state, and restaurant concept.

**Penalties**

1. The team is not dressed in uniform – 5 points

2. Restaurant concept is not located in in a real city - 5 points

3. Team submits more or less than 6 menu items – 5 points

4. Team includes an alcoholic beverage as one of their menu items – 5 points

5. Team submits more or less than 3 recipes – 5 points

6. Team submits more or less than 3 food costing worksheets – 5 points

7. Team submits more or less than 3 menu pricing worksheets – 5 points

8. Team submits more or less 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 (typewritten, bound, no extra information included) – 5 points

11. All **11** copies of the written proposal are not identical – 5 points

12. Visual display is not tri-fold or is not made of corrugated cardboard or foam core – 5 points

12. Visual display exceeds maximum size dimensions – 5 points

14. Visual display incorporates additional materials not attached to the display board – 5 points

13. Visual display does not include sheet listing names – 1 point

14. Each member of the team does not substantially speak during verbal presentation –

5 points per student who does not substantially speak

15. Verbal presentation exceeds maximum allowed time – 1 point per minute

**Exhibit A**

**Written Proposal Outline and Checklist**

The information in the 11 written proposals must be presented in the following order **in sections separated by tabs**:

□Executive Summary Due: Friday, March 20th, 2015

□Table of Contents Due: Friday, March 20th, 2015

□Restaurant concept description Due: Friday, November 7th, 2014

o Type of establishment

o Type of cuisine served

o Meals served

o Hours of operation

o Location of restaurant

o Target market

□Description of interior and décor Due: Friday, December 5th, 2014

□Interior diagram Due: Friday, January 30th, 2015

□Organizational chart Due: Friday, February 13th, 2015

□Listing of 6 menu items Due: Friday, December 19th, 2014

□3 Recipes Due: Friday, December 19th, 2014

□3 Costing Worksheets **See Mr. S**

□3 Menu Pricing Worksheets **See Mr. S**

□Photos of 3 menu items Due: Friday, February 27th, 2015

□Sample of how menu will be presented Due: Friday, February 27th, 2015

□2 marketing tactics Due: Friday, March 6th, 2015

o Description

o Goal

o Budget

o Sample

□Conclusion Due: Friday, March 6th, 2014

**Exhibit B**

**Location Description**

**Demographics of Your City:**

The downtown area of your chosen city should feature a diverse assortment of entertainment, dining, cultural and architectural attractions. An example of this would be multiple entertainment venues, shopping, and an assortment of other restaurants. Cultural and architectural attractions should be found throughout the city, along with numerous parks and green spaces. Your city should be a place where the past and the future peacefully coexist and build, one on the other, to create a destination that appeals to the interests of every visitor.

 Population – TBA

 Median age – 35

 Families – represent around 40% of the population

**Business and Industry:**

The city is a great "neighborhood" of private and public business and industry, where people are as likely to go to work each morning in banks, hospitals, or government offices as to drive trucks, punch cash registers, or work on assembly lines. Pay specific attention to major industry and what brings the population to your city.

**Local Points of Interest to Consider:**

 Downtown is alive with renowned museums and art galleries, national and city parks.

 Professional and College sports arenas and exciting nightlife offer endless options for things to do.

**Exhibit C**

**Marketing Tactic Clarification**

Teams must include 2 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.

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

 Newspaper

 Radio

 Magazine

 Billboard

 Poster

 Metro Transit

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

 Frequent shopper program

 Special Pricing

 Premiums

 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. Building good relations with the community can help an operation gain favorable publicity and enhance an operation’s image.

 Holding 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. Such connection could help garner immediate responses from customers as well as build longer-term relationships.

 Post Card mailing campaign

 E-mail campaign

 Deal of the Day website (Groupon, Living Social, etc.)

 Social Media (Facebook, Twitter, Foursquare)

 Smart phone application that updates and informs customers directly

 Flyers

 Website

**Exhibit D**

**Menu Item Clarification**

The intent is that teams will come up with 6 menu items (only) that would be 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 1 item. For example, the below menu would consist of 2 items:

 Burger with a choice of fries, mashed potatoes or asparagus - $8.95

 Chicken sandwich with a choice of fries, mashed potatoes or asparagus - $8.95

The recipes/costing for the burger would include the burger and the most costly of the side dish choices.

If the menu lists entrees separate from side dishes, and customers must pay for side dishes, the side dishes count as separate items. For example, the below menu would consist of 5 items:

 Burger - $6.95

 Chicken Sandwich – $7.50

 Fries - $1.95

 Mashed Potatoes - $1.95

 Asparagus - $3.50

An exception is a table d’hote menu (*see Becoming a Restaurant and Foodservice Professional Year 2, pg. 263, or 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’hote or choice for prix fixe counts as 1 menu item.

**Exhibit E**

**Sample Critical Thinking Scenarios**

Workplace Safety

 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?

 A guest chokes on a toothpick on their way out the door - what do you do?

Food 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?

Customer Relations

• We see that salmon is the star item on your menu, how will you handle customer relations if your supplier does not deliver salmon?

• 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?

Human Resources & Staffing

• You have a party booked in your kid’s party room, and your lead party server calls off –

what do you do?

• 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 tries to redeem it – what do you do?

• Someone posts a bad comment on your restaurant’s Facebook page – what should 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?

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 F**

**Sample Management Competition Judging Sheets**

**Criteria Max Points Score**

**Written Proposal (55 points)**

Restaurant Concept (25 points)

|  |  |  |
| --- | --- | --- |
| Description of concept• Type of establishment• Meals served• Hours of operation• Type of cuisine served• Location of restaurant• Target market | 10 |  |
| Interior and décor• Does it match concept• Samples given - paint swatches, drawings or pictures of tables/chairs/artwork/lighting | 3 |  |
| Restaurant diagram/layout• Paper size (max 11" X 17")• Flow of space• Necessary features (bus stations, host stand, etc.)• Appropriate equipment | 4 |  |
| Organizational chart• Does the staffing fit the concept• All positions accounted for (FOH, BOH, janitorial, etc.)• Proper organization of chart | 3 |  |
| Executive Summary & Conclusion | 5 |  |

Menu (15 points)

|  |  |  |
| --- | --- | --- |
| Matches restaurant concept & appropriate menu mix | 3 |  |
| Description of 12 items | 3 |  |
| Sample of how presented• Easy to read• Does type of menu fit concept (i.e. menu board for fast-food restaurant) | 3 |  |
| Recipes, food costing, menu pricing Used official template Sources listed Used 33% food cost to calculate menu price Prices for all items based on calculated prices for 3 items | 5 |  |
| Photos | 1 |  |

Marketing Plan (15 points)

|  |
| --- |
| Matches restaurant concept 5 Tactic descriptions Tactic goals Will it reach target market |
| Tactic budgets | 3 |  |
| Samples | 4 |  |
| Creativity | 3 |  |

**Verbal Presentation (55 points)**

|  |  |  |
| --- | --- | --- |
| Organization of presentation | 5 |  |
| Presentation skills• Ability to sell concept• Easy to hear/understand• Professionalism | 15 |  |
| Slideshow• Supports/illustrates/complements verbal presentation• Neat• Readable• CreativeRelevancy of material presented• Reflect the written presentation• Material presented was appropriate for a verbal presentation | 20 |  |
| Q & A - Depth of overall knowledge | 15 |  |

**Visual Display (15 points)**

|  |  |  |
| --- | --- | --- |
| Overall appearance of display• Neat• Logically laid out• Appropriate use of space | 4 |  |
| Matches restaurant concept | 4 |  |
| Visual Display includes: Name and description Restaurant diagram/layout Sample menu presentation Sample marketing campaigns | 4 |  |
| Creativity | 3 |  |

**Critical Thinking (50 points)**

|  |  |  |
| --- | --- | --- |
| Teamwork | 5 |  |
| Presentation skills• Ability to sell solution• Easy to hear/understand• Professionalism | 5 |  |
| Category 1 | 10 |  |
| Category 2 | 10 |  |
| Category 3 | 10 |  |
| Category 4 | 10 |  |

|  |  |  |
| --- | --- | --- |
| **Total Points****Penalties** | **175** |  |
| Not dressed in uniform | 5 |  |
| Restaurant concept not located in ProStartville | 5 |  |
| Included more or less than 12 menu items | 5 |  |
| Included more or less than 3 recipe worksheets | 5 |  |
| Included more or less than 3 food costing worksheets | 5 |  |
| Included more or less than 3 menu pricing worksheets | 5 |  |
| Included more or less than 2 marketing tactics | 5 |  |
| Prepared incorrectly (not typewritten, bound, extra information included) | 5 |  |

All 10 written proposal copies are not identical 5

Visual display not made of corrugated cardboard or foam core 5

Visual display exceeds max dimensions 5

Additional display materials 5

Visual display does not include team name, school, state 1

Visual display includes not approved electronic items 5

All members of team did not substantially present 5 pts per student

Exceeded max verbal presentation time 1 pt per minute

**Disqualification**

 Team did not arrive on time to compete

 Missed Orientation

 Received coaching

 Did not compete in each event segment (written, verbal, display, critical thinking)

 Verbal presentation ran more than 4 minutes over allotted time

 Used parts of a previously submitted team’s work