



QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

QSRM-26
Association Event 2

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Information Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Describe strategies for reducing food loss.
- Discuss the nature of data mining.
- Access information in the database system.
- Apply information to accomplish a task.
- Explain the selling process.

EVENT SITUATION

You are to assume the role of the general manager at TASTY PIZZA, a local pizza place that offers carry-out or delivery service. The owner (judge) wants you to determine how to use customer data to sell unsold pizzas at the end of the night.

TASTY PIZZA sells pizzas in person, online or through its mobile app. Online and mobile app customers must indicate phone number, address and payment information to complete their orders. TASTY PIZZA's customer database compiles information from online and mobile app orders including customer pizza order, day of order, time of order, pick-up or delivery and total price paid.

Every day from 6:00PM until it closes at 10:00PM, TASTY PIZZA offers a carry-out special. Customers can purchase a large cheese, pepperoni or sausage pizza for \$7.00 if purchased in person. The regular price for a large cheese pizza is \$12.99 and a one-topping pizza is \$14.99, so the carry-out special is a great savings. In addition, all delivery orders have a \$5.00 charge, so the carry-out special saves additional money. TASTY PIZZA promises that the \$7.00 pizzas will be ready and available, so customers do not have to call ahead or wait.

The owner (judge) is frustrated because a few nights each week there are 6-7 pizzas that are not sold. The pizzas were made to be available for customers requesting the carry-out special, but there are some days that the pizzas do not sell out. Rather than toss the pizzas, the owner (judge) wants you to determine how to mine customer data from the database to create a strategy to sell unsold pizzas at the end of the night.

You will present the strategy 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 strategy. After you have presented the strategy 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

JUDGE CHARACTERIZATION

You are to assume the role of the owner of TASTY PIZZA, a local pizza place that offers carry-out or delivery service. You want the general manager (participant) to determine how to use customer data to sell unsold pizzas at the end of the night.

TASTY PIZZA sells pizzas in person, online or through its mobile app. Online and mobile app customers must indicate phone number, address and payment information to complete their orders. TASTY PIZZA's customer database compiles information from online and mobile app orders including customer pizza order, day of order, time of order, pick-up or delivery and total price paid.

Every day from 6:00PM until it closes at 10:00PM, TASTY PIZZA offers a carry-out special. Customers can purchase a large cheese, pepperoni or sausage pizza for \$7.00 if purchased in person. The regular price for a large cheese pizza is \$12.99 and a one-topping pizza is \$14.99, so the carry-out special is a great savings. In addition, all delivery orders have a \$5.00 charge, so the carry-out special saves additional money. TASTY PIZZA promises that the \$7.00 pizzas will be ready and available, so customers do not have to call ahead or wait.

You are frustrated because a few nights each week there are 6-7 pizzas that are not sold. The pizzas were made to be available for customers requesting the carry-out special, but there are some days that the pizzas do not sell out. Rather than toss the pizzas, you want the general manager (participant) to determine how to mine customer data from the database to create a strategy to sell unsold pizzas at the end of the night.

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 not reduce the number of pizzas we make for the carry-out promotion?
2. What is a potential negative consequence of your idea?

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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



QUICK SERVE RESTAURANT MANAGEMENT SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Information Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe strategies for reducing food loss.	0-1-2-3	4-5-6	7-8-9	10	
2.	Discuss the nature of data mining.	0-1-2-3	4-5-6	7-8-9	10	
3.	Access information in the database system.	0-1-2-3	4-5-6	7-8-9	10	
4.	Apply information to accomplish a task.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the selling process.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						