



QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

QSRM-26
ICDC Preliminary 1

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Economics

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

- Explain the nature of business ethics.
- Determine factors affecting business risk.
- Explain the relationship between the economy and hospitality and tourism.
- Explain the nature and scope of the pricing function.
- Explain considerations in meal pricing.

EVENT SITUATION

You are to assume the role of the senior vice president of JALAPEÑO, a fast casual chain specializing in bowls, tacos and burritos. The CEO (judge) wants your analysis and recommendation on a proposed price increase.

In its 30 years, JALAPEÑO has never been known for being budget-friendly. The fast casual chain prides itself on a menu of clean food, natural ingredients and high protein. These menu options translate into prices ranging from \$12.00 to \$17.00 per item. Customers typically order a side item and beverage with their meal, which brings the average order well over \$20.00 per person.

JALAPEÑO spent the last two years surveying customers across the nation. While the true nature of the survey was to gauge customer satisfaction and individual store operations, a unique piece of information was discovered – over 65% of JALAPEÑO repeat customers earn more than \$100,000/year.

Due to the rising costs of food and labor expenses, JALAPEÑO was set to raise menu prices by 2% next year. The CEO (judge) wants to raise menu prices even more now since the majority of customers could afford an increase. The CEO (judge) wants you to analyze the following:

- Potential business risks
- Relationship between the economy and dining out
- Ethical considerations
- A recommendation for or against an additional menu price increase, along with the proposed increase

You will present the analysis to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the CEO of JALAPEÑO, a fast casual chain specializing in bowls, tacos and burritos. You want the senior vice president's (participant's) analysis and recommendation on a proposed price increase.

In its 30 years, JALAPEÑO has never been known for being budget-friendly. The fast casual chain prides itself on a menu of clean food, natural ingredients and high protein. These menu options translate into prices ranging from \$12.00 to \$17.00 per item. Customers typically order a side item and beverage with their meal, which brings the average order well over \$20.00 per person.

JALAPEÑO spent the last two years surveying customers across the nation. While the true nature of the survey was to gauge customer satisfaction and individual store operations, a unique piece of information was discovered – over 65% of JALAPEÑO repeat customers earn more than \$100,000/year.

Due to the rising costs of food and labor expenses, JALAPEÑO was set to raise menu prices by 2% next year. You to raise menu prices even more now since the majority of customers could afford an increase. You want the senior vice president (participant) to analyze the following:

- Potential business risks
- Relationship between the economy and dining out
- Ethical considerations
- A recommendation for or against an additional menu price increase, along with the proposed increase

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 address price increases with our customers?
2. How can we train our staff on how to address complaints about price increases?

Once the senior vice president (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the senior vice president (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 ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of business ethics.	0-1-2-3	4-5-6	7-8-9	10	
2.	Determine factors affecting business risk.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the relationship between the economy and hospitality and tourism.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the nature and scope of the pricing function.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain considerations in meal pricing.	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						