# RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

**CAREER CLUSTER**
Marketing

**CAREER PATHWAY**
Restaurant Management

**INSTRUCTIONAL AREA**
Customer Relations

## PARTICIPANT INSTRUCTIONS

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

You have up to 30 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 15 minutes to present to the judge(s).

You will be evaluated on your solution to the case study, 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

- Build and maintain relationships with customers.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Demonstrate a customer service mindset.
- Explain factors that influence customer selection of food places and menu items.
- Identify product's/service's competitive advantage.

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## CASE STUDY SITUATION

You are the director of customer relations for **THAT'S A WRAP**, a popular fast casual restaurant chain. **THAT'S A WRAP** features a variety of sandwich wraps, salads, chips, cookies and beverages. Wraps are available in regular and large size and can be combined with a beverage and a bag of chips or a cookie.

**THAT'S A WRAP** has a mobile app that allows customers to locate restaurants, view menus and nutritional information and place orders for pickup. The mobile app does not require customers to log in or to create a profile.

The restaurant industry has taken a hit in the last year with monthly traffic only increasing once. Consumers are pulling back on spending amid economic uncertainty and eating away from home is an easy cut. Data has shown that consumers that join loyalty programs visit restaurants more frequently and frequent the brands that they belong to at twice the rate of nonmembers. Members of loyalty programs make 22% more visits to restaurants each year.

## YOUR CHALLENGE

**THAT'S A WRAP** does not have a loyalty program. The director of marketing wants your input in creating a loyalty program for the chain. It is important to the director of marketing that the loyalty program is not a standard program that only allows points per dollar spent but instead offers value and demonstrates creativity.

You must design a creative loyalty program for **THAT'S A WRAP** that will exceed customer expectations and result in repeated visits.

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## 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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam 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. |

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# RESTAURANT AND FOOD SERVICE MANAGEMENT – 2026

**JUDGE'S EVALUATION FORM**
ASSOCIATION EVENT 1

**INSTRUCTIONAL AREA:**
Customer Relations

Participant: _____

Participant: _____

ID Number: _____

| Rate the participants' ability to: | | Novice | Developing | Proficient | Exemplary | Judged Score |
|---|---|---|---|---|---|---|
| **PERFORMANCE INDICATORS** | | | | | | |
| 1. | Build and maintain relationships with customers. | 0-1-2-3 | 4-5-6 | 7-8-9 | 10 | |
| 2. | Explain the importance of meeting and exceeding customer/guest expectations. | 0-1-2-3 | 4-5-6 | 7-8-9 | 10 | |
| 3. | Demonstrate a customer service mindset. | 0-1-2-3 | 4-5-6 | 7-8-9 | 10 | |
| 4. | Explain factors that influence customer selection of food places and menu items. | 0-1-2-3 | 4-5-6 | 7-8-9 | 10 | |
| 5. | Identify product's/service's competitive advantage. | 0-1-2-3 | 4-5-6 | 7-8-9 | 10 | |
| **SOLUTION** | | | | | | |
| 6. | **Unique**<br>Demonstrate original thinking, fresh perspectives and an insightful approach. | 0-1-2 | 3-4-5 | 6-7 | 8 | |
| 7. | **Practical**<br>Develop an actionable/viable solution in a real-world context. | 0-1-2 | 3-4-5 | 6-7 | 8 | |
| 8. | **Effective**<br>Develop a solution that achieves relevant outcomes. | 0-1-2 | 3-4-5 | 6-7 | 8 | |
| **CAREER COMPETENCIES** | | | | | | |
| 9. | **Critical Thinking**<br>Think critically to understand and solve problems. | 0-1 | 2-3 | 4-5 | 6 | |
| 10. | **Communication**<br>Communicate clearly, effectively and with reason. | 0-1 | 2-3 | 4-5 | 6 | |
| 11. | **Decision Making**<br>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** | |

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