



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Identify the elements of the promotional mix.
2. Explain types of promotion.
3. Explain the role of promotion as a marketing function.
4. Describe factors used by marketers to position products/services.
5. Describe current business trends.

EVENT SITUATION

You are to assume the role of promotions manager for KINGS, a national quick-serve restaurant chain. The CEO of KINGS (judge) wants you to develop a promotional strategy that will stand up to the competition and increase sales.

KINGS is known for fresh hand-made hamburgers, delicious fresh onion rings, and homemade French fries. Increased competition in the field of quick-serve restaurants and the latest health trends make it important for KINGS to design a promotional strategy that will attract more business.

America has become increasingly concerned about the obesity problem for youth and adults. Some quick-serve restaurants have chosen to ignore this statistic and are offering 4-patty hamburgers and options to upsize meals for little additional cost. Others are cutting out all trans-fats and offering several low-fat, low calorie options on their menus. The CEO of KINGS (judge) realizes the menu items are not healthy, but feels it should only be eaten in moderation.

The CEO of KINGS (judge) wants you to develop a promotion that will bring more customers to the restaurant and increase sales. The plan must be sensitive to the obesity issue in the United States, yet not ignore KINGS famous fried food.

You will present your ideas in a role-play to the CEO of KINGS (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 promotional plan for increasing sales for KINGS. After you have described your plan of action and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your work.