

BJ's Restaurant Management Cup Competition Overview

Presented by:

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RESTAURANT

BREWHOUSE

Overview: Basics

Teams of 2 - 4 students plus 1 team manager (formerly titled “alternate”)

Restaurant concept proposal

7 minute PowerPoint presentation

5 – 5 minute series of judges questions

10 minute feedback

Overview: Basics



Participating teams will demonstrate their knowledge by developing a new restaurant concept and



(1) presenting a business proposal for potential investors through a PowerPoint presentation and written proposal



(2) answering critical thinking questions to a series of judges at a simulated trade show.



(3) submit a written proposal for review



(4) develop 2 posters detailing their menu on one poster and one marketing tactic on the other poster

Overview Basics

Verbal Presentation

- PPT presentation is 7 minutes
- ALL judges will view the PowerPoint presentation
- There will be no Q+A portion after the verbal PPT presentation

Trade Show

- After the team's PPT verbal presentation, teams will enter a "Trade Show" style competition, receiving critical thinking questions from a series of rotating judges.

Overview Basics



Posters

2 – 24x36 posters

- 1 poster will convey the team's menu
- 1 poster will outline 1 marketing tactic

Posters must be able to roll up and not have any attachments

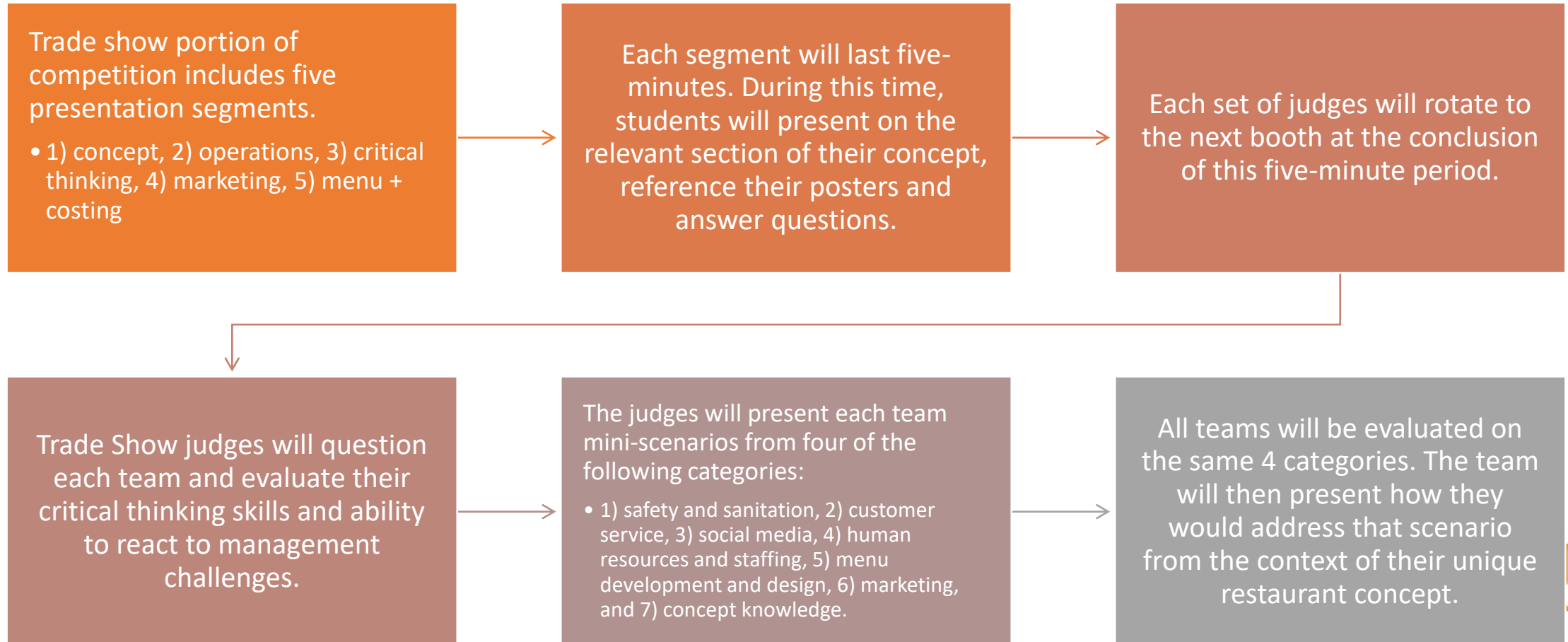


Written proposal

Restaurant Space Scenario

- Freestanding, Airport, Food Truck, Strip Mall
- SWOT analysis
- **S**trengths, **W**eaknesses, **O**pportunities, **T**hreats
- Purpose + impact

Trade Show – competition format



Scoring

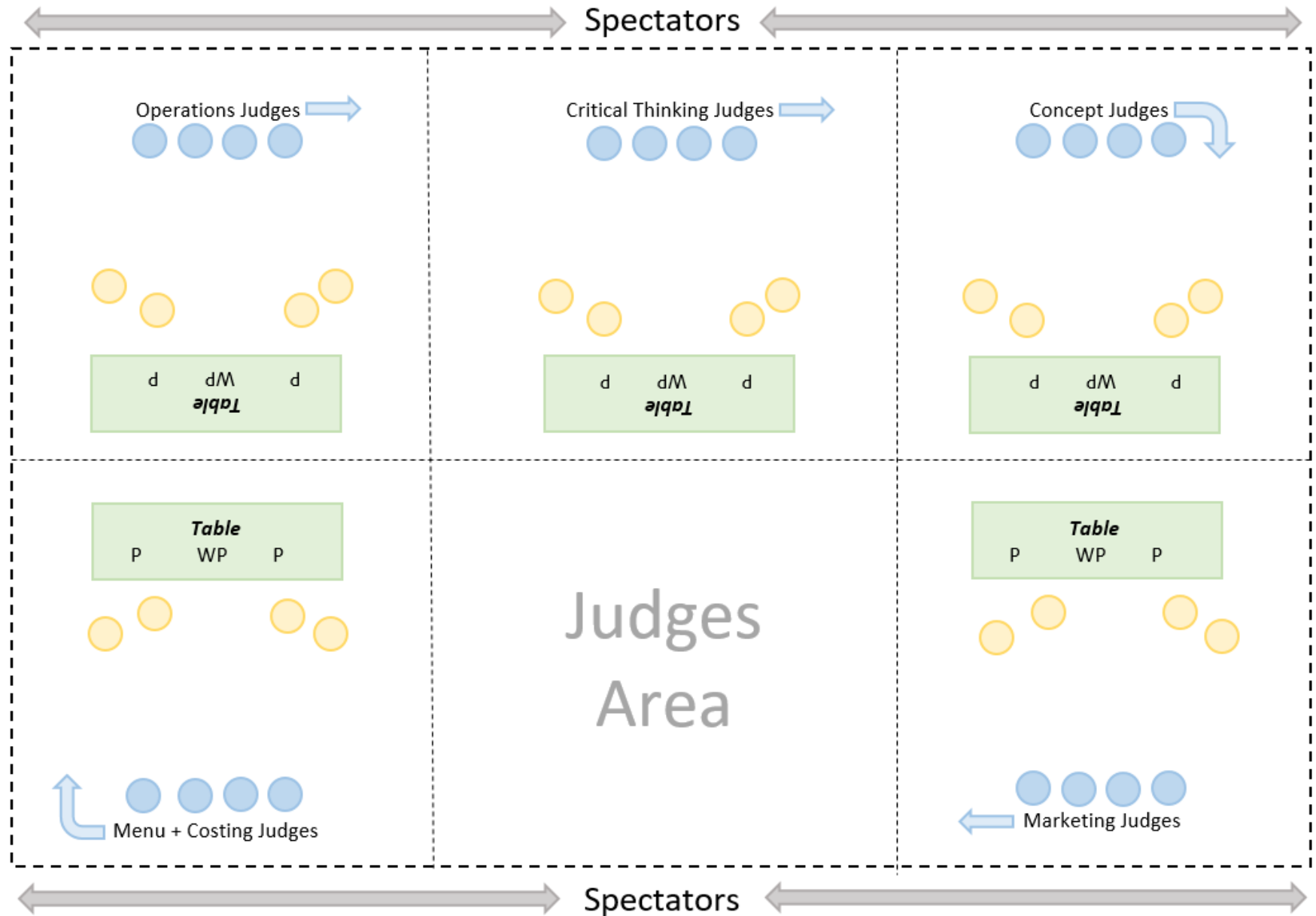
225 points total

- Verbal PPT presentation – 30 points
- Concept – 30 points
 - Description, SWOT analysis, presentation skills, Q+A
- Menu and Costing – 35 points
 - Description of 12 items, photos, presentation skills, Q+A, menu poster
- Marketing – 40 points
 - ROI, tactic budgets, samples, creativity, presentation skills, Q+A, posters
- Trade Show Critical Thinking – 55 points
 - Team work, presentation skills, Q+A, Category 1-4
- Operations – 30 points
 - Layout, décor, org chart, presentation skills, Q+A
- Menu and Costing – 5 points
 - Recipes, costing, pricing

Draft management competition schedule

	School Name	Report Outside of Pres Rm	Setup for PPT	Start Presentation (7 mins)	End Presentation	Setup for CT	Judging Rotation 1 (5 mins)	Judging Rotation 2 (5 mins)	Judging Rotation 3 (5 mins)	Judging Rotation 4 (5 mins)	Judging Rotation 5 (5 mins)	Break (15 mins)	Feedback Sessions
1	School A	9:00 AM	9:05 AM	9:10 AM	9:17 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:00 AM
2	School B	9:15 AM	9:20 AM	9:25 AM	9:32 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:00 AM
3	School C	9:30 AM	9:35 AM	9:40 AM	9:47 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:10 AM
4	School D	9:45 AM	9:50 AM	9:55 AM	10:02 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:10 AM
5	School E	10:00 AM	10:05 AM	10:10 AM	10:17 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:20 AM

Draft trade show style competition



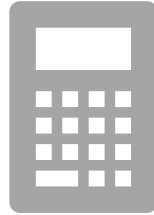


Trade show format at Nationals

Top rule deductions



Team included more (or less) than two marketing tactics



Costing, Costing, Costing

Solution: Have math department and others check work.



Written Proposal was prepared incorrectly

Solution: Make sure nothing is missing, don't add extra items, be diligent about following the rules.

I REPEAT



ANY QUESTIONS?

Questions?