BJ’s Restaurant Management Cup
Competition Overview

Presented by:
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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
- Strengths, Weaknesses, Opportunities, Threats
Purpose + impact
Trade Show – competition format

Trade show portion of competition includes five presentation segments.
• 1) concept, 2) operations, 3) critical thinking, 4) marketing, 5) menu + costing

Each segment will last five-minutes. During this time, students will present on the relevant section of their concept, reference their posters and answer questions.

Each set of judges will rotate to the next booth at the conclusion of this five-minute period.

Trade Show judges will question each team and evaluate their critical thinking skills and ability to react to management challenges.

The judges will present each team mini-scenarios from four of the following categories:
• 1) safety and sanitation, 2) customer service, 3) social media, 4) human resources and staffing, 5) menu development and design, 6) marketing, and 7) concept knowledge.

All teams will be evaluated on the same 4 categories. The team will then present how they would address that scenario from the context of their unique restaurant concept.
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

<table>
<thead>
<tr>
<th>School Name</th>
<th>Report Outside of Pres Rm</th>
<th>Setup for PPT</th>
<th>Start Presentation (7 mins)</th>
<th>End Presentation</th>
<th>Setup for CT</th>
<th>Judging Rotation 1 (5 mins)</th>
<th>Judging Rotation 2 (5 mins)</th>
<th>Judging Rotation 3 (5 mins)</th>
<th>Judging Rotation 4 (5 mins)</th>
<th>Judging Rotation 5 (5 mins)</th>
<th>Break (15 mins)</th>
<th>Feedback Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 School A</td>
<td>9:00 AM</td>
<td>9:05 AM</td>
<td>9:10 AM</td>
<td>9:17 AM</td>
<td>10:20 AM</td>
<td>10:25 AM</td>
<td>10:30 AM</td>
<td>10:35 AM</td>
<td>10:40 AM</td>
<td>10:45 AM</td>
<td>11:00 AM</td>
<td></td>
</tr>
</tbody>
</table>
Draft trade show style competition
Trade show format at Nationals
Sample posters

Menu

Marketing
Top rule deductions

Team included more (or less) than two marketing tactics

Solution: Have math department and others check work.

Costing, Costing, Costing

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?