

## **Management Competition**

### **Roadmap to ProStart Textbooks and Additional Online Resources**

#### Executive Summary

- [http://www.ehow.com/how\\_16566\\_write-executive-summary.html](http://www.ehow.com/how_16566_write-executive-summary.html)
- <http://www.sjsu.edu/depts/it/edit226/resource/execsumm.pdf>
- <http://articles.bplans.com/writing-a-business-plan/writing-an-executive-summary/207>
- [http://www.yourbusinesspal.com/executive\\_summary.html](http://www.yourbusinesspal.com/executive_summary.html)

#### Restaurant concept description

- Type of establishment
  - Appendix C of rule book
  - Year 2, pages 197-198
- Type of cuisine served
  - Year 2, Chapter 1, Section 2
- Meals served
  - Year 2, page 265
- Hours of operation
- Location of restaurant
- Target market
  - Year 2, page 273
  - Year 2, pages 280-281

#### Description of interior and décor

- Year 2, Chapter 4, Sections 2-3
- <http://www.foodservicewarehouse.com/education/restaurant-marketing/branding-design.aspx>
- <http://www.bhg.com/decorating/arrange-a-room/>
- <http://sketchup.google.com/product/gsu.html>
- [http://www.associatedcontent.com/article/1688077/restaurant\\_interior\\_design\\_tips.html?cat=30](http://www.associatedcontent.com/article/1688077/restaurant_interior_design_tips.html?cat=30)

#### Interior diagram

- Year 1, Chapter 2, Section 1
- Year 1, Chapter 3, Sections 2, 3, 6
- Year 1, Chapter 5
- Year 2, page 200

#### Organizational chart

- Years 1 & 2, pages 9-14
- Year 1, pages 412-413

#### Listing of menu items

- Year 2, Chapter 6, Sections 1-2

#### Recipes

- Year 1, pages 180-182

#### Costing

- Appendix E of rule book
- Year 1, pages 389-391
- Pricing – Year 1, page 491

#### Photos of menu items

- Year 1, Chapter 9, Section 3

#### Sample of how menu will be presented

- Year 2, pages 262-263, 268

#### Marketing tactics – description, goal, budget, sample

- Year 2, Chapter 6, Section 6
- Year 2, Chapter 12, Section 5
- <http://restaurants.about.com/od/marketingplan/a/Marketing.htm>
- <http://restaurants.about.com/od/marketing/a/promotions.htm>
- <http://www.foodservicewarehouse.com/education/restaurant-marketing/default.aspx>