

## **Management Competition Simulation**

This simulation is designed to help your educators get a sense of the work their students will be expected to do, and the process they'll follow.

### Simulation Exercise

1. Divide attendees into groups of 4-6, depending on number of attendees. Encourage them to include both veteran educators and industry veterans on the team, where possible.
2. Have each team develop a modified written proposal using the template provided. Give them 20-30 minutes to complete this exercise, depending on time constraints.
3. Have each team present (without an accompanying slideshow) a brief synopsis (3-5 minutes) of their written presentation. Each team member should have a speaking role.
4. Have the coordinator or presenters/industry attendees act as judges. Give each team one mini-scenario to answer.

### Special instructions:

- If there is time, please have the team draw out a sample of how they'd present their menu (i.e. menu board, menu book, one page menu, etc.)
- If someone on the team has prior experience with costing out the marketing campaign (i.e. has purchased a newspaper ad or produced t-shirts before), please have the team estimate a budget
- If it is appropriate, please have them compose a sample of their marketing tactic (i.e. slogan for t-shirt, mock up of ad)

## Simulation Template

### **Restaurant Concept**

Type of establishment:

Type of cuisine served:

Meals served:

Hours of operation:

Location of restaurant:

Target market:

Description of interior and décor:

Interior diagram – please draw on reverse

Organizational chart – please list positions below (don't need to format into a chart):

### **Menu**

3 menu items:

Sample of how menu will be presented – please draw on separate page (optional if have time)

**Marketing**

Marketing tactic:

Goal:

Estimated budget (if information is available):

Sample (if appropriate):