

BJ's Restaurants Management Cup



Management Competition Overview

California Restaurant Association
Foundation

California ProStart Competition Boot Camp
2016-2017



Introductions

- Michael Hawkins, Green Street Restaurant
- Ali Millar, past competitor



Basics

- Sheraton Fairplex in Pomona on March 19 + 20
- No jeans allowed during the entire competition– even when you are not competing
- Top 3 teams in each competition receive **scholarships**
- Top team in each competition goes to the National ProStart Invitational in **Charleston, SC April 28 – 30!**



BJ's Restaurants Management Cup

Major Competition Rule Changes



Team Manager

- The **team manager (formerly alternate)** may enter and be introduced as a team member and may run the team's PowerPoint presentation.
- The team manager may not speak with the other team members during competition.



Overview



Basics

Management Competition:

- Teams of 2 - 4 students plus 1 team manager
- Restaurant concept proposal
- 10 minute PowerPoint presentation
- 10 minute judges' questions on the presentation
- 10 minute critical thinking session
- 10 minute feedback



Scoring

60-written proposal

60-oral presentation

15-visual display

70-critical thinking

205

In the case of a tie, the team with the highest **oral presentation** score will win



Getting Started Step by Step

1. Develop Concept
2. Menu
3. Organizational Chart + Floor Layout
4. Marketing
5. PowerPoint and Presentation



Develop Concept

- Restaurant name
- Cuisine
- Décor
- Hours of operation
- Meals served (breakfast, lunch, dinner)



Develop Concept



Develop Concept

ProStartville

Note: your restaurant must be located in ProStartville. A description of ProStartville is in Exhibit A of the rules.



Menu Development

- Exactly 12 menu items
 - Beverages count as menu items. Alcohol is not allowed on the menu.
- 1 menu item requires:
 - Recipe
 - Costing
 - Pricing
 - Photo
- Culinary and Management teams may collaborate on menu items



Organizational Chart + Floor Layout

- Organizational Chart
 - Staff positions required to run your restaurant. Number of staff per position is not required.
- Floor Layout
 - Front of the house and back of the house



Marketing

Develop two marketing techniques including:

- Description
- Goal
- Budget

Hard copy of marketing tactic

- Newspaper ad – mockup of ad
- Radio commercial – script
- TV commercial – storyboard



Oral Presentation

10 minute presentation given to industry judges

Create a PowerPoint presentation

- Don't get too fancy! No embedded videos, sound, or flash animation. Use the "no transition" option in the slide transitions
- Be sure to use your visual aid during the presentation

Think of the presentation as convincing investors to fund your new restaurant concept



Warning

Pay close attention to the rules to avoid penalties and potential disqualification

Top Rule Deductions

- **Team included more (or less) than two marketing tactics**

Solution: See handout to clarify marketing tactics.

- **Costing, Costing, Costing**

Solution: Have math department and others check work.

- **Written Proposal was prepared incorrectly (typewritten, bound, no extra information)**

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



Questions?

