

CASE STUDY CHALLENGE *RESTAURANT MANAGEMENT*

EVENT SITUATION

You are to assume the role of Assistant Manager for CHARLIE'S BURGER HOUSE, a neighborhood eatery featuring a variety of unique burger options, including an extensive vegetarian menu. CHARLIE'S BURGER HOUSE has been a neighborhood staple for 11 years, and in the last year you have started promoting a to-go business. CHARLIE'S BURGER HOUSE has experienced a sharp increase in your to-go business over the last 3 months due to signing up with PORCH RUNNER, a national app-based food delivery company.

PORCH RUNNER sends an email newsletter each week highlighting discounts and local restaurant specials which has led to most of the sales for CHARLIE'S BURGER HOUSE, but PORCH RUNNER does not share any customer information with CHARLIE'S BURGER HOUSE.

Though sales have increased, your profitability has remained relatively level, as PORCH RUNNER charges an average of 37% of each order as a service fee. The spike in to-go orders through the app demonstrates the potential for this additional service. Your General Manager (judge) wants to keep the to-go business but move away from PORCH RUNNER due to their high costs. The General Manager (judge) has asked you to present a plan for obtaining and keeping track of your current customers' information, which will be used to better promote your to-go business without using the app.

Items to include in your solution:

- Reinforce the opportunity of having a strong to-go business
 - Pi: Explain the principles of supply and demand (EC:005) (CS) (Tier 1, Economics)
- Identify a way to keep track of your customers' contact information to communicate specials and other information directly to them
 - Pi: Discuss the nature of customer relationship management (CR:016) (SP) (Tier 1, Customer Relations)
 - Pi: Describe the use of technology in customer relationship management (CR:018) (SP) (Tier 1, Customer Relations)
- Define how you will keep your customers' information safe and secure
 - Pi: Explain the role of ethics in information management (NF:111) (SP) (Tier 1, Information Management)

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JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Discuss the nature of customer relationship management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Describe the use of technology in customer relationship management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the role of ethics in information management?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						