

Restaurant Concept Project

For this project, you are going to be combining concepts and strategies learned in Chapters 1 and 2, focused on marketing and menu evaluation/development. Once you have all of the components in place from the particular assignments, you'll put together a presentation (*using media of your choice; i.e. Google Slides, Adobe Page, Prezi, etc*). Although you won't be physically presenting the slides, a potential investor should be able to have a clear idea of your restaurant's concept and rationale behind its development and purpose. Use the following assignments (**you'll have the completed versions in your Google Drive or Notability as we complete them in throughout this unit**).

This is ultimately a culmination of all the work you've already done:

Assignments to be used for terminology references	Completed assignments specific to your created restaurant
<ul style="list-style-type: none"> • Introduction to Marketing • Marketing Segmentation & SWOT Analysis • Marketing Plan/Communications/Promotions 	<ul style="list-style-type: none"> • Original Restaurant Concept Form (SWOT ANALYSIS) • Marketing Analysis of Original Restaurant Concept • Menu Evaluation • Menu Development & Design <ul style="list-style-type: none"> ○ Menu Design (<i>not submitted yet; will be graded within this project</i>)

Restaurant Concept Marketing & Menu Project RUBRIC

CONTENT SLIDE REQUIREMENTS Note: Slides may require more than one per slide per content requirement, depending on topic

Full points: Included in detail Partial Points: Included, needs more information 0: Not included

		Points Earned
REQUIREMENT #1	RESTAURANT NAME & YOUR NAME(S) (1 pt)	<u> </u> /2
REQUIREMENT #2	SWOT ANALYSIS : (5 pt) <ul style="list-style-type: none"> • Identify STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS • Can be in SWOT chart or bulleted format 	<u> </u> /5
REQUIREMENT #3	MARKETING ANALYSIS : (5 pt) <ul style="list-style-type: none"> • Identified target market 	<u> </u> /5

	<ul style="list-style-type: none"> ● Explain how you are differentiating your restaurant through products, services, location, or image ● Explain how you plan to promote your restaurant in terms of advertising, sales, personal selling, and/or public relations ● Explain how you would or why you would not use sales promotions ● Explain what would be included in a press kit for your restaurant 	
REQUIREMENT #4	<u>MENU EVALUATION & DEVELOPMENT: (2 pt)</u> <ul style="list-style-type: none"> ● Explain if your menu is <i>similar or different</i> than the <i>menus researched</i> for this portion of the project. 	<u> </u> /2
REQUIREMENT #5	<u>MENU DESIGN</u> <u> </u> Includes restaurant name (1 pt) <u> </u> At least 3 different font sizes/types (1 pt) <u> </u> At least 3 different categories used (1 pt) <u>MENU ITEMS</u> (18 pt) Includes name , estimated price , and a description accurately describes the item and could be used on a professional menu (Name: ½ pt, Price: ½ pt; Description: 1 pt)= 2 pt each Item #1 : <u> </u> /2 Item #2 : <u> </u> /2 Item #3 : <u> </u> /2 Item #4 : <u> </u> /2 Item #5 : <u> </u> /2 Item #6 : <u> </u> /2 Item #7 : <u> </u> /2 Item #8 : <u> </u> /2 Item #9 : <u> </u> /2	<u> </u> /21
REQUIREMENT # 6	<u>Recipes Prepared OR Researched</u> Recipe #1	

	____ Photo of prepared or researched recipe (1 pt) ____ Connected to your restaurant's genre (1 pt)					____/4
	Recipe #2 ____ Photo of prepared or researched recipe (1 pt) ____ Connected to your restaurant's genre (1 pt)					
REQUIREMENT # 7	<u>Restaurant/Marketing Summary</u> Describe what sets your restaurant above your competition. Make us remember you in a <i>positive, memorable way!!!</i> ☺					____/1
Component	Advanced (4)	Proficient (3)	Developing (2)	Minimal (1)	Missing (0)	Points Earned
Layout <ul style="list-style-type: none"> • Distraction free backgrounds • Appropriate amounts of text, not in paragraph form • Headings and subheadings • Appropriate sized (18 pt. or larger) font 	All of the layout requirements demonstrate a very high level of visual appeal to the presentation.	3 of the 4 layout requirements are demonstrated to assist in the appeal of the presentation.	2 of the 4 layout requirements are demonstrated to assist in the appeal of the presentation.	1 of the 4 layout requirements is demonstrated to assist in the appeal of the presentation.	No outline or layout demonstrated in the presentation.	____/5
VISUAL AIDS <ul style="list-style-type: none"> • Engaging the audience • Complementing the content • Enhancing the presentation • Utilizing a clear and professional appearance • Effectively uses an appropriate number of visual aids 	All of the visual aids assist in helping the audience understand main ideas and concepts.	4 out of the 5 visual aid requirements are demonstrated to assist in helping the audience understand main ideas and concepts.	2-3 out of the 5 visual aid requirements are demonstrated to assist in helping the audience understand main ideas and concepts.	1 out of the 5 visual aid requirements is demonstrated to assist in helping the audience understand main ideas and concepts.	No visual aids included in the presentation.	____/5
Writing Mechanics	-½ pt per error (up to 5 points) in writing mechanics, to include: spelling, capitalization, punctuation/usage and grammar.					Deductions: - ____
Total points earned						____/50

ADDITIONAL COMMENTS: