

National ProStart Invitational

2019 Judging Rubric – Management Competition

Concept

Description of Concept Score

9-10	Includes all required elements Very easy to read and follow Tells complete story of concept
7-8	Includes all required elements Easy to read and follow Tells mostly complete story of concept
5-6	Includes most required elements Somewhat easy to read and follow Difficult to discern story of concept
3-4	Includes some required elements Somewhat difficult to read and follow Very difficult to discern story of concept
1-2	Missing several required elements Difficult to read and follow Unable to discern story of concept

SWOT Analysis Score

9-10	Includes all required elements Very easy to read and follow Demonstrates full understanding of concept and challenges
7-8	Includes all required elements Easy to read and follow Demonstrates adequate understanding of concept and challenges
5-6	Includes most required elements Somewhat easy to read and follow Demonstrates some understanding of concept and challenges
3-4	Includes some required elements Somewhat difficult to read and follow Demonstrates little understanding of concept and challenges
1-2	Missing several required elements Difficult to read and follow Does not demonstrate understanding of concept and challenges

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Presentation Skills Score

- 5 Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand
- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand
- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand
- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand
- 1 Unable to sell concept
Unable to discern story of concept
Very difficult to hear or understand

Q&A – Depth of Knowledge Score

- 5 Demonstrates full understanding of restaurant concept and subject matter
- 4 Demonstrates adequate understanding of restaurant concept and subject matter
- 3 Demonstrates some understanding of restaurant concept and subject matter
- 2 Demonstrates little understanding of restaurant concept and subject matter
- 1 Does not demonstrate understanding of restaurant concept and subject matter

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Critical Thinking

Teamwork Score

- | | |
|---|---|
| 5 | Team can answer all questions with assurance and confidence
Team collaborates effectively and in a timely manner
Teams relates all answers directly to concept |
| 4 | Team can answer most questions with assurance and confidence
Team collaborates effectively and in a timely manner
Teams relates most answers directly to concept |
| 3 | Team struggles to answer questions w/ assurance & confidence
Team sometimes collaborates effectively and for extended time
Teams relates some answers directly to concept |
| 2 | Team answers few questions with assurance and confidence
Team cannot collaborate effectively or in a timely manner
Teams relates few answers directly to concept |
| 1 | Team answers few to no questions with assurance and confidence
Team does not collaborate
Teams cannot relate all answers to concept |

Presentation Skills Score

- | | |
|---|--|
| 5 | Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand |
| 4 | Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand |
| 3 | Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand |
| 2 | Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand |
| 1 | Unable to sell concept
Unable to discern story of concept
Very difficult to hear or understand |

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Q&A – Depth of Knowledge Score

- | | |
|---|--|
| 5 | Demonstrates full understanding of restaurant concept and subject matter |
| 4 | Demonstrates adequate understanding of restaurant concept and subject matter |
| 3 | Demonstrates some understanding of restaurant concept and subject matter |
| 2 | Demonstrates little understanding of restaurant concept and subject matter |
| 1 | Does not demonstrate understanding of restaurant concept and subject matter |

Category Scenarios Score

- | | |
|------|---|
| 9-10 | Very complete knowledge of critical thinking category
Excellent and realistic solution to scenario
All responses directly related to concept |
| 7-8 | Complete knowledge of critical thinking category
Good and realistic solution to scenario
Most responses directly related to concept |
| 5-6 | Mostly complete knowledge of critical thinking category
Good and somewhat realistic solution to scenario
Most responses directly related to concept |
| 3-4 | Some knowledge of critical thinking category
Acceptable and some realistic solutions to scenario
Some responses directly related to concept |
| 1-2 | Incomplete knowledge of critical thinking category
Unrealistic solution to scenario |

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Marketing

Matches Concept Score

- 5 All tactics strongly match and support concept
Complete descriptions of each tactic
Target markets, and tactic goals are well defined and defended
- 4 All tactics strongly match and support concept
Mostly complete descriptions of each tactic
Target markets, and tactic goals are defined and defended
- 3 Tactics mostly match and support concept
Somewhat complete descriptions of each tactic
Target markets, and tactic goals are somewhat defined and defended
- 2 Tactics somewhat match and support concept
Incomplete or missing descriptions of each tactic
Target markets, and tactic goals are not well defined and defended
- 1 Tactics do not match and support concept
Tactic descriptions and explanations are missing
Target markets, and tactic goals are well not complete

Return on Investment Score

- 5 ROI analysis is thorough and well considered
Includes realistic goals and numbers
- 4 ROI analysis is included and well considered
Includes somewhat realistic goals and numbers
- 3 ROI analysis is somewhat well considered
Includes somewhat realistic goals and numbers
- 2 ROI analysis is missing or incomplete
Includes unrealistic goals and numbers
- 1 ROI analysis is missing or incomplete
Does not include goals and numbers

Tactic Budgets Score

- 5 All budgets are complete
All budgets include all necessary details
All budgets are realistic for concept and target market
- 4 Most budgets are complete
Budgets include most necessary details
Budgets are somewhat realistic for concept and/or target market
- 3 Budgets are incomplete
Budgets include few necessary details
Budgets are not realistic for concept and/or target market

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- 2 Budgets are incomplete (some items missing)
Budgets include few necessary details
Budgets are unrealistic for concept or target market
- 1 Budgets are incomplete (some items missing)
Budgets include no details
Budgets are completely unrealistic for concept or target market

Marketing Samples Score

- 5 Each tactic has a detailed sample or depiction
Samples match tactic, budget, and concept very well
Samples match description of tactic
- 4 Each tactic has a somewhat detailed sample or depiction
Samples mostly match tactic, budget, and/or concept very well
Samples mostly match description of tactic
- 3 Most tactics have a detailed sample and/or depiction
Some samples match tactic, budget, and/or concept well
Some samples match description of tactic
- 2 Few tactics have a detailed sample or depiction
Few samples match tactic, budget, or concept very well
Few samples match description of tactic
- 1 Samples are missing
Samples do not match tactic, budget, or concept
Sample does not match description of tactic

Creativity Score

- 5 Tactics show innovative approach to launching concept
Tactics show creative design elements
- 4 Most tactics show innovative approach to launching concept
Most tactics show creative design elements
- 3 Some tactics show innovative approach to launching concept
Some tactics show creative design elements
- 2 Few tactics show innovative approach to launching concept
Few tactics show creative design elements
- 1 No tactics show innovative approach to launching concept
No tactics show creative design elements

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Presentation Skills Score

- | | |
|---|--|
| 5 | Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand |
| 4 | Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand |
| 3 | Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand |
| 2 | Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand |
| 1 | Unable to sell concept
Unable to discern story of concept
Very difficult to hear or understand |

Q&A – Depth of Knowledge Score

- | | |
|---|--|
| 5 | Demonstrates full understanding of restaurant concept and subject matter |
| 4 | Demonstrates adequate understanding of restaurant concept and subject matter |
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| 2 | Demonstrates little understanding of restaurant concept and subject matter |
| 1 | Does not demonstrate understanding of restaurant concept and subject matter |

Marketing Poster Score

- | | |
|---|--|
| 5 | Sample is clearly displayed on poster
Samples match description of tactic |
| 4 | Sample is included on poster
Most samples match description of tactic |
| 3 | Sample is included on poster
Some samples match description of tactic |
| 2 | Sample is not included on poster
Few samples match description of tactic |
| 1 | Sample is not included on poster
Samples does not match description of tactic |

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Costing

Recipes, Costing, and Pricing Score

- 4 Recipe and costing are on official template
Recipe costing calculations are mostly correct and complete, using 33% food cost
Recipes presented represent a full menu item
All sources are properly acknowledged using MLA formatting
- 3 Recipe and costing are on official template
Recipe costing calculations are incorrect, or do not use 33% food cost
Recipes presented may represent a full menu item
All sources are properly acknowledged using MLA formatting
- 2 Recipe and costing are on official template
Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost
Recipes presented may or may not represent a full menu item
All sources are properly acknowledged using MLA formatting
- 1 Recipe and costing are on official template
Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost
Recipes presented do not represent a full menu item
All sources are properly acknowledged using MLA formatting

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Menu

Matches Concept Score

- | | |
|---|---|
| 5 | Fully matches and enhances concept
All menu items support concept
Very good sample of appropriate menu mix |
| 4 | Matches and enhances concept
Most menu items support concept
Good sample of appropriate menu mix |
| 3 | Stretches to match and/or enhance concept
Some menu items support concept
Incomplete sample of appropriate menu mix |
| 2 | Does not match or enhance concept
Few menu items do not support concept
Lacking sample of appropriate menu mix |
| 1 | Does not match or enhance concept
Menu items do not support concept
Lacking sample of appropriate menu mix |

Description of 12 Items Score

- | | |
|---|---|
| 5 | Complete descriptions of all menu items
Descriptions are well thought out
Descriptions are inviting and sell the items |
| 4 | Mostly complete descriptions of all menu items
Descriptions are somewhat well thought out
Descriptions are somewhat inviting and sell the items |
| 3 | Incomplete descriptions of menu items
Descriptions are not well thought out
Descriptions are not inviting; do not sell the items |
| 2 | Inadequate descriptions of menu items
Descriptions are not well thought out
Descriptions are not inviting; do not sell the items |
| 1 | Missing descriptions of menu items
Descriptions are not well thought out
Descriptions are not inviting; do not sell the items |

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Menu Samples Score

- 5 Menu is very clear and very easy to read
Menu is laid out in logical manner
Menu presentation and design match concept
- 4 Menu is clear and easy to read
Menu is laid out in somewhat logical manner
Menu presentation and design match concept
- 3 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design match concept
- 2 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design somewhat match concept
- 1 Menu is not clear and/or difficult easy to read
Menu is not laid out in logical manner
Menu presentation and design do not match concept

Photos Score

- 5 Menu item is presented in appealing and appetizing manner
Photos represent menu items as written
Photos are clear
- 4 Menu item is presented in appealing and appetizing manner
Photos mostly represent menu items as written
Photos are clear
- 3 Menu item is presented in appealing and appetizing manner
Photos somewhat represent menu items as written
Photos may be unclear or out of focus
- 2 Menu item is presented in appealing and appetizing manner
Photos do not represent menu items as written
Photos may be unclear or out of focus
- 1 Menu item is presented in appealing and appetizing manner
Photos do not represent menu items as written
Photos may be unclear or out of focus

Presentation Skills Score

- 5 Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand
- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand

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- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand
- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand
- 1 Unable to sell concept
Unable to discern story of concept
Very difficult to hear or understand

Q&A – Depth of Knowledge Score

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- 4 Demonstrates adequate understanding of restaurant concept and subject matter
- 3 Demonstrates some understanding of restaurant concept and subject matter
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- 1 Does not demonstrate understanding of restaurant concept and subject matter

Menu Poster Score

- 5 Menu is very clear and very easy to read
Menu is laid out in logical manner
Menu presentation and design match concept
- 4 Menu is clear and easy to read
Menu is laid out in somewhat logical manner
Menu presentation and design match concept
- 3 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design match concept
- 2 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design somewhat match concept
- 1 Menu is not clear and/or difficult easy to read
Menu presentation and design match concept
Menu presentation and design do not match concept

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Operations

Layout Selection & Floorplan Score

- | | |
|------|---|
| 9-10 | Excellent floor plan; all elements included and noted
Restaurant scenario selection is creative and enhances concept
Creative use of space and flow |
| 7-8 | Good floor plan; all elements included and noted
Restaurant scenario selection enhances concept
Some creative use of space and flow |
| 5-6 | Acceptable floor plan; most elements included and/or noted
Restaurant scenario selection matches concept
Little creative use of space and flow |
| 3-4 | Incomplete floor plan with many elements missing
Restaurant scenario selection somewhat matches concept
Confusing use of space and flow |
| 1-2 | Incomplete floor plan with many elements missing
Restaurant scenario selection does not enhance concept
Confusing use of space and flow |

Interior & Decor Score

- | | |
|---|---|
| 5 | Matches and enhances concept
Complete description of interior and décor
Easily identifiable samples/pictures provided |
| 4 | Somewhat matches and enhances concept
Complete description of interior and décor
Some identifiable samples/pictures provided |
| 3 | Does not match and/or enhance concept
Description of interior and décor confusing
Difficulty in identifying samples/pictures provided |
| 2 | Does not match or enhance concept
Description of interior and décor lacking
Not complete samples/pictures |
| 1 | Does not match or enhance concept
Description of interior and décor lacking or missing
Samples/pictures not included |

Organizational Chart Score

- | | |
|---|---|
| 5 | Staffing plan matches and is appropriate for concept
Chart is very easy to read and follow |
| 4 | Staffing plan somewhat matches and is appropriate for concept
Chart is easy to read and follow |

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- 3 Staffing plan somewhat matches and is appropriate for concept
Chart is difficult to read and follow
- 2 Staffing plan does not match or is not appropriate for concept
Chart is poorly designed
- 1 Staffing plan does not match or is not appropriate for concept
Chart is incomplete or missing

Presentation Skills Score

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Complete knowledge of concept
Very easy to hear and understand
- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand
- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand
- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand
- 1 Unable to sell concept
Unable to discern story of concept
Very difficult to hear or understand

Q&A – Depth of Knowledge Score

- 5 Demonstrates full understanding of restaurant concept and subject matter
- 4 Demonstrates adequate understanding of restaurant concept and subject matter
- 3 Demonstrates some understanding of restaurant concept and subject matter
- 2 Demonstrates little understanding of restaurant concept and subject matter
- 1 Does not demonstrate understanding of restaurant concept and subject matter