An Integrated Entrepreneurship, Marketing, and Computer Applications Simulation

THE

RESTAURANT

ENTREPRENEUR

Todd Toporski and
the Development Team at B.E. Publishing

B.E. Publishing
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About The Restaurant Entrepreneur

Welcome to The Restaurant Entrepreneur Simulation

The Restaurant Entrepreneur is an integrated Entrepreneurship, Marketing, and Computer Applications simulation designed to let you, the student, be the owner of your own restaurant.

As you embark on this entrepreneurial journey, this simulation will give you an in-depth, real-world view of what it is like to use your creativity, business, and computer skills to run your own restaurant. Using Microsoft Office (or equivalent applications), you will assemble and create all of the documents that a “real” restaurant would need to open its doors. From writing a radio commercial script, to designing a mobile app, you will experience life as a business owner.

Who Should Use This Book?

The Restaurant Entrepreneur is designed for middle and high school level students who are enrolled in a computer applications course that includes one or more of the Microsoft Office (or equivalent) software applications in its curriculum. This simulation is designed to allow you to use and apply your computer applications knowledge and skills in an integrated, creative, hands-on format.

Your Role as the Restaurant Entrepreneur

As you assume the role of a restaurant entrepreneur, your tasks will be challenging, yet rewarding. Your job will be to create a restaurant that will be successful in the highly competitive food industry. You will use computer applications to create a series of documents that will give your restaurant a professional image to potential customers. By completing the projects in this simulation, you will fine-tune your office, creativity, and design skills, and you will learn what it is like to promote a real product—your own restaurant.
The Story Behind This Simulation—The Food Connection

One of the challenges most business owners face is obtaining the capital (or money) to start-up their businesses. In this simulation, however, the start-up capital has already been taken care of for you. Here is the scenario you will assume happened:

The Food Connection is a privately owned television network that airs daily shows. The Food Connection’s mission is to televise a variety of “food” and “cooking” themed shows that will appeal to food lovers of all ages. As part of its new marketing campaign, The Food Connection ran a national contest to promote and attract young entrepreneurs. The campaign included a nationwide “Start Your Own Restaurant” contest. To enter the contest, The Food Connection required contestants to be enrolled in middle school or high school. Contestants were required to “pitch” a new restaurant idea that included a creative name, a description of their restaurant, and the name of the restaurant “signature dish.”

Knowing that the top ten finalists would receive the start-up financing to open a new restaurant, you decided to submit your proposal. Out of the thousands of entries received, The Food Connection selected your restaurant as one of the finalists.

Meet Amanda Sanchez, Your Restaurant Navigator

Throughout this simulation, you will be guided by Amanda Sanchez, an 11th grade student from El Paso, Texas. Amanda is enrolled in a wide variety of courses at her high school, and she is actively involved in several clubs and organizations. During her sophomore year, Amanda enrolled in two courses—culinary arts and entrepreneurship—that sparked a passion in her to someday own and operate her own restaurant.

However, long before Amanda entered high school, she was inspired by her grandmother, Maria (known to her as “Nana Maria”). Amanda’s grandmother was always in the kitchen, or outside on the grill, cooking up some type of barbeque cuisine. Nana Maria, who was famous for adding fiery spices to her dishes, would always squeeze Amanda’s cheeks and say, “This is some wicked kickn’ stuff”, as she proudly served her a dish of barbeque chicken, ribs, or whatever the main dish was that day.

While watching The Food Connection one day, Amanda learned about the “Start Your Own Restaurant” contest. She decided to enter the contest in honor of Nana Maria and call her Texas-style BBQ restaurant “Wicked Kickn’ BBQ.” Amanda was selected as one of the finalists in the contest. Her restaurant dreams were going to come true even earlier than she had planned. Just like you, Amanda Sanchez had become an “overnight” restaurant entrepreneur.

NOTE:
As you travel through the projects in this simulation, you will be guided by Amanda as she creates her own new restaurant. Following each project, you will see a page titled “In the Kitchen with Amanda Sanchez.” These pages will help you see how Amanda’s restaurant story unfolds. They also contain samples of the documents that Amanda created. You should use Amanda’s samples as a guide to help you develop and create your own.
The Tools and Skills You’ll Need

Materials Required to Complete This Simulation

To complete the individual projects in this simulation, you will need the following:

• The Restaurant Entrepreneur Student Workbook
• Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, and Microsoft Publisher (or equivalent software applications)
• The Restaurant Entrepreneur Project Planning Forms, copied from The Restaurant Entrepreneur Instructor Resource CD

Note: The Restaurant Entrepreneur Instructor Resource CD must be installed on your computer prior to beginning this simulation. This CD includes a series of printable planning forms that will assist you in planning and organizing each project in this simulation.

Prerequisite Skills

This simulation is designed to be used as a reinforcement supplement for Microsoft Office-based courses. In order to complete this simulation, students should have a basic working knowledge of the following (or equivalent software applications):

• Microsoft Word
• Microsoft Excel
• Microsoft Publisher
• Microsoft PowerPoint
• Microsoft Access
• Drawing or illustration software

Note: The projects in this simulation are designed to be completed using any version of the software listed above. For that reason, project instructions have been generalized and do not provide step-by-step instructions for completing any one particular version of the software listed above.

The Skills You Will Be Using In This Simulation

The following is a list of the major skills you will be drawing on throughout this simulation:

• Establishing a real-world restaurant identity and image
• Using Microsoft Office (or equivalent software) to complete a comprehensive real-world business simulation
• Using creativity and design skills to produce professional business documents
• Applying technical writing skills in developing business documents
• Using planning and decision-making skills
• Applying accounting skills to develop projected revenue and inventory spreadsheets
• Using presentation software to create marketing presentations
The Projects You’ll Complete

Table of Projects and Approximate Completion Times

The individual projects and the approximate time it will take to complete each one are listed in the table. Completing all of the projects in *The Restaurant Entrepreneur* simulation will take approximately 27-31 hours. However, completion times will vary based on the student’s skill level. It is recommended that you use the table as a guide as you plan your classroom work schedule accordingly.

*Your teacher may instruct you to complete all or only a portion of this simulation. Completion times will vary based on skill level and the total number of projects you are required to complete.*

<table>
<thead>
<tr>
<th>Project #</th>
<th>Project Title</th>
<th>Approx. Completion Time (in hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Instructor Memo</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Restaurant Logo</td>
<td>1-2</td>
</tr>
<tr>
<td>Word Processing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Letterhead</td>
<td>.5</td>
</tr>
<tr>
<td>4</td>
<td>Business Envelope</td>
<td>.5</td>
</tr>
<tr>
<td>5</td>
<td>Help Wanted Ad</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Employee Memo</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Press Release</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Social Media Marketing</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Promotional Flyer</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Radio Commercial Script</td>
<td>1-2</td>
</tr>
<tr>
<td>11</td>
<td>Block Style Business Letter</td>
<td>1</td>
</tr>
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<td>Spreadsheets</td>
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<td>12</td>
<td>Employee Roster</td>
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<tr>
<td>13</td>
<td>Music Playlist</td>
<td>.75</td>
</tr>
<tr>
<td>14</td>
<td>Equipment Inventory</td>
<td>1-1.5</td>
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<tr>
<td>15</td>
<td>Menu Planner</td>
<td>2</td>
</tr>
<tr>
<td>16</td>
<td>Employee Timesheet Schedule</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>Revenue Projection</td>
<td>1-1.5</td>
</tr>
<tr>
<td>Databases</td>
<td></td>
<td></td>
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<tr>
<td>18</td>
<td>Employee Database</td>
<td>1-1.5</td>
</tr>
<tr>
<td>19</td>
<td>Business Networking Contacts</td>
<td>1-1.5</td>
</tr>
<tr>
<td>Desktop Publishing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Business Card</td>
<td>1</td>
</tr>
<tr>
<td>21</td>
<td>T-shirt</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>Floor Plan</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Mobile App</td>
<td>1.5</td>
</tr>
<tr>
<td>24</td>
<td>Takeout Menu</td>
<td>2</td>
</tr>
<tr>
<td>Presentations</td>
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<td></td>
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<tr>
<td>25</td>
<td>Lobby Presentation</td>
<td>1</td>
</tr>
<tr>
<td>26</td>
<td>Employee Orientation Presentation</td>
<td>1</td>
</tr>
</tbody>
</table>

Total Approximate Completion Time: 27-31 hrs.
Working with Each Project

Understanding the Format of This Book

Projects in this simulation have been organized into an easy-to-read, self-guided format. This book is divided into six sections, each containing a set of individual projects for each of the Microsoft Office (or equivalent) applications.

A brief explanation of the individual sections that make up each project in this simulation is illustrated below. It is recommended that you read this section to become familiar with the format of this book.

**Project Title:** The title of each project

**Overview:** Provides a description of the type of document being produced and how it will be used in this simulation

**Strategies:** Provides suggestions to consider when working with the different projects

**Instructions:** Provides step-by-step instructions to follow for completing each project

**In the Kitchen With Amanda Sanchez:** Provides a sample document for each project created by Amanda Sanchez, The Restaurant Entrepreneur student

**Figure:** Displays examples of text and/or instructions for entering text and data into a project document
Using the Project Planning Forms

Project Planning Forms are included on The Restaurant Entrepreneur Instructor Resource CD. These planning forms give you a framework in which to begin “mapping out” a project’s content, design, and layout on paper first. It is recommended that you complete the planning forms prior to beginning each project.

**Project Title:** The title corresponding to the particular project in the student workbook

**Instructions:** Provides guidance on how to best utilize the project planning form

**Data Recording:** Tables corresponding to the data needed for completing a project

**Question and Answer:** Questions that capture the information needed to complete a project

**Required Information:** Provides the important information to incorporate into a project

**Design Areas:** Provides space to sketch out or plan project designs

**NOTE:**

The Project Planning Forms on The Restaurant Entrepreneur Instructor Resource CD must be installed on your computer prior to beginning this simulation.