



## Global Restaurant Chain – Group Project (60 points)

**Scenario)** You are a part of the marketing department of a restaurant chain that is expanding into the global market. Your team is in charge of creating a marketing strategy, which will introduce the restaurant to the new market. Research your country/region, and how you can meet the individual needs of that geographic segment.

\*The **WORLD FACT BOOK** is a good resource for this project.

*Your group may pick any operating restaurant that is NOT already global. You may also come up with a restaurant idea of your own.*

### Questions to think about:

- What has the PEST analysis revealed about your country/region?
- How might you alter your products and services to appeal to the geographic segment of your new restaurant? Which strategy will you use?
  - Globalization
  - Adaptation
  - Customization
- Are there language barriers?
- What are their customs, culture, & religious beliefs? How do they impact your restaurant business?

\*Review the rubric before beginning.

Group Members: \_\_\_\_\_

Score: \_\_\_\_\_

### Global Restaurant Group Presentation - 60 points

	Target (5pts)	Acceptable (3pts)	Needs Work (1pt)
<b>Restaurant Background</b> (Weight *2= 10pts)	Included complete background information on the restaurant.	Background information is lacking details.	Does not provide background information.
<b>PEST Analysis</b> (Weight *2= 10pts)	Included all parts of the PEST analysis in detail.	Missing 1 part of the PEST analysis.	Missing more than 1 part of the PEST analysis.
<b>Marketing Strategy (Globalization, Adaptation, Customization)</b> (Weight *3= 15pts)	A clear, detailed, and appropriate marketing strategy was explained in presentation. Reflects research was conducted.	Marketing strategy was explained, but lacks research or specific details.	Marketing strategy was not appropriate and does not reflect research.
<b>Promotional Elements (Radio, Print, Television, etc.)</b> (Weight *2= 10pts)	Included 2 types of promotions for the restaurant. Elements were professionally and creatively completed. Reflects neatness.	Included 1 type of promotion for the restaurant. Element lacks in professionalism or neatness.	Included 1 type of promotion for the restaurant. Element is poorly completed.
<b>Preparedness</b>	Group is completely prepared and has obviously rehearsed.	Seem pretty prepared but might have needed some more rehearsing.	Somewhat prepared, but it is clear that rehearsal was lacking.
<b>Participation &amp; Length</b>	All group members participated <b>equally</b> in presenting. Presentation was 6-8 minutes.	1-2 group members did not participate equally in presenting. 3-5 minutes in length.	More than 2 group members did not participate equally in presenting. Less than 3 minutes.
<b>Grammar and Mechanics</b>	No errors in spelling, punctuation, or capitalization.	There are 1-3 errors in spelling, punctuation, or capitalization.	Contains more than 3 errors in spelling, punctuation, or capitalization.