Name: _____   Date: _____

Restaurant Project Requirements

Your Goal: You have been given a budget of $1,500,000 to purchase and design your very own restaurant. You will be responsible for selecting your restaurant's location, décor, and menu in addition to designing a logo, deciding what type of print advertising to use in promoting your business, and producing a 60 second commercial. Research, plan, and be creative!

Project Considerations:
1. Concept: decide on a theme for your restaurant
2. Name and logo
3. Advertisement
4. Cuisine
5. Target Market
6. Type of Operation: fine dining, casual dining, fast food, etc.
7. Blueprint, design, furnishings and décor
8. Employees: number needed, wages, shifts/hours worked

Project Activities:

- Brainstorming Activity Sheet
- Real Estate Activity Sheet
- Name and Logo Activity Sheet
- Blueprint: digitally produced and printed or drawn by hand
- Food Activity Sheet
- Menu Activity Sheet
- Commercial
- Print advertisements
- Menu item for our "Tasting" event

Name: _____   Date: _____

Restaurant Design Product and Presentation Requirements

Your final product should include:

- ❖ A stand-alone display (such as a tri-fold project board)

- ❖ Photos, sketches, or print-outs of the exterior and interior of your restaurant

- ❖ Blueprint/design layout of your restaurant

- ❖ A printed copy of your restaurant's menu

- ❖ Company/restaurant logo (prominently displayed)

- ❖ Food worksheet and profit figures

- ❖ Examples of your 5 types of print advertising (display these in print and/or digital format)

- ❖ Math (spreadsheets, charts, checks written for purchases, check register, purchase orders for furnishings and décor, etc.)

Product Tips:

Your product should be NEAT, VISUALLY STIMULATING, and ENGAGING.
Your objective is to draw customers to your business. Be CERTAIN that everything you display adds meaning and purpose to your overall product. You will be presenting to a group of teachers, administrators, and parents. CAPTIVATE your audience and 'SELL' your restaurant!

Presentation Requirements:
- o An actual dish from your menu should be prepared for our restaurant "tasting" event.
- o Be able to answer questions about the creative process that led to your final product

- Know the names of the apps and programs you used in the creation of your product
- DRESS for SUCCESS!
- Be prepared, speak clearly, make eye contact, and exude CONFIDENCE!