



Competitors:

Up to two students from each school. Teams consist of 2 students from different schools and/or countries, assigned by blind draw. If the total number of candidates is unpaired, one team of 3 members may be created.

The competition is open to students of vocational or technical schools (EQF level 4 or higher) in hospitality, catering, tourism or related fields, aged 16–23. The order of presentations will be drawn up by the organizer. In exceptional cases (illness, no-show, disqualification), the organizer may adjust the team composition.

Description of the tasks and rules:

Competition task is to propose and create 3 concrete improvement ideas for a real Michelin guided restaurant (restaurant will be announced during the briefing). Teams briefly describe the restaurant concept and analyze its situation using simple tools (for example SWOT and/or PESTEL), then propose 3 concrete improvement ideas.

Each team completes three main tasks:

1. **Team Quiz** (basic theory & concepts)
2. **Case Study:** Restaurant Research & Analysis (written report)
3. **Oral Presentation (pitch) and Q&A**
 - Written report length: maximum 8 pages in total, including tables, images, diagrams and any other visual material
 - Presentation format: Canva or Power Point
 - Working language: English (spoken and written). Minimum required English language level - B1. Any serious language problems must be reported to the Organizer or Judges before the written task starts
 - Dress code: Smart casual

Execution time: 10 min presentation, 5 min Q&A time

Total score: 100 pts.

Evaluation and Criteria:

The performance of the competition tasks is evaluated by a jury of minimum 3 members (teachers and/or hospitality professionals). The top teams are determined by the total number of points. The jury's decision is final.

Criteria	Points
Group Written Quiz	0-20
Case Study: Restaurant Research & Analysis	0-35
Professional skills in Task 2	0-45



1. Aim of the Competition

The competition aims to develop students' strategic thinking skills in the restaurant and hospitality sector. Students will work in teams to:

- Analyze a real restaurant (Michelin guide listed restaurant)
- Identify its main challenges and opportunities
- Propose realistic improvement ideas

The focus is on clear thinking, teamwork and the ability to explain various strategic choices

2. Participants and Entry Conditions

- The competition is open to students of vocational/technical schools (EQF level 4 or higher) in hospitality, catering, tourism or related fields of studies (Age limit: 16-23 years)
- Each school may register up to two (2) students.
- Participants should have basic knowledge of:
 - restaurant types and concepts
 - customer service basics
 - simple tools such as SWOT, PESTEL analysis, target groups, basic marketing ideas

3. Teams

- Students work in mixed teams of 2 (two) participants
- If the total number of participants is odd, one team of three (3) students may be created
- Teams are formed by drawing lots by the jury/organizer to encourage cooperation between different schools or countries
- In exceptional cases (illness, no-show, disqualification), the organizer may adjust the team composition

4. Working Language

- The working language of the competition is English (spoken and written)
- All main parts of the competition (briefing, written tasks, presentations) will take place in English
- Recommended level of English: B1 and better
- Immediately after teams are announced, team members should check whether they can communicate in English
- If serious language problems appear, the team must inform the Organizer or/and Judges
- Complaints about language issues will not be accepted after the written task has started

5. Preparation Before the Competition

Participants can prepare themselves by revising:

- Basic strategic concepts used in restaurants and hospitality industry. (for example: SWOT, target groups, positioning, USP)
- General trends in restaurant business (types of restaurants, service styles, delivery/take-away, online reviews)
- Customer profiles for different types of restaurants (families, young people, business guests, tourists)
- Simple financial ideas (average bill, occupancy, promotions)

Participants are encouraged (but not required) to follow restaurant news in Riga, Latvia.

6. Technical and Dress Requirements

- Each participant should bring:
 - a laptop or tablet
 - a USB memory stick as backup
- Internet access will be provided by Organizer.

Dress code

- Participants are **encouraged** to wear smart casual style
- All general competition rules of the organizer apply (punctuality, behaviour, safety rules, etc.)

7. Competition Tasks Overview

Each team completes three main tasks:

1. **Group Written Quiz (basic theory & concepts)**
2. **Case Study: Restaurant Research & Analysis (written report)**
3. **Oral Presentation (pitch) and Q&A**

Total maximum score: **100 points**.



8. Assessment and Scoring

Teams are evaluated by a jury of teachers and/or industry professionals.

8.1 Group Written Quiz – 20 points (max)

Short written quiz completed as a team, checking basic knowledge and understanding.

Possible question types: single or multiple choice

8.2 Case Study: Restaurant Research & Analysis – 35 points (max)

All teams receive a real restaurant case (will be announced during the briefing)

Teams must:

1. Briefly describe the restaurant concept:

- Type of restaurant
- Target customers
- Menu style and price level
- Location and opening hours

2. Analyze the current situation using simple tools, for example:

- SWOT or/and PESTEL (services, menu, staff, marketing, atmosphere, competition, trends, technology, customer expectations)

3. Propose 3 concrete improvement ideas, such as:

- changes in menu or service style
- basic marketing actions (social media, loyalty offers, cooperation with hotels or attractions)
- small operational improvements (reservation system, guest feedback, simple sustainability actions)

The written report should be maximum 8 pages in total, including tables, images, diagrams and any other visual material.

8.3 Team Presentation (Pitch) & Q&A – 45 points (max)

Each team presents their restaurant analysis and proposed improvements to the jury and audience.

- Presentation time: 10 minutes (plus 5 minutes Q&A).
- All team members must actively participate in the presentation.
- Teams may use Canva or PowerPoint slides (or similar) as visual support for their presentation.

Jury evaluation (maximum 35 points):

- Structure and clarity of the presentation - 10 pts
- Quality of content (analysis + solutions) - 15 pts
- Use of visual support (slides, posters, handouts) - 5 pts
- Professional behavior and timing - 5 pts

Teamwork & Communication (maximum 10 points):

- Balanced participation of team members
- Clear, understandable English
- Positive and respectful cooperation during presentation and Q&A.

The jury's decision is final.

9. Competition Schedule

The Organizer may adapt times and days according to the event.

Introduction & Analysis

- Welcome and general briefing
- Announcement of teams and restaurant case
- Group Written Test
- Teams start working on restaurant research and analysis (desk research)
- Visit or observation of the chosen restaurant
- Team presentations and Q&A session in front of the jury
- Jury deliberation and feedback
- Announcement of results



10. Responsibilities

Organizer

- Inform schools and participants about practical details in advance
- Organizes rooms, technical equipment and schedule
- Prepare the restaurant case and all materials
- Coordinates the competition from start to finish
- Ensure that rules are respected
- Solves any misunderstandings or conflicts during the competition
- Leads briefings and coordinates the work of the jury

Jury Members

- Can be experienced teachers and/or restaurant/hospitality professionals
- Participate in the briefing if possible
- Assess written quizzes, case study reports and presentations according to the criteria
- Provide short feedback to teams after the competition

11. General Rules

- Punctual attendance at all competition activities is compulsory
- Research is limited to participants' own textbooks, personal notes and internet resources
- Any form of plagiarism or copying from other teams is forbidden and may result in disqualification
- Mobile phones may only be used for research with the permission of the organizer
- By entering the competition, participants accept all rules described in this document and any additional instructions given during the briefing.