

HOSPITALITY MANAGEMENT TEAMS

Competition Overview

The 2024 NAACP ACT-SO Hospitality Management Competition is designed to challenge young minds to think critically about the complexities of the hospitality industry. Participants will be tasked with developing a comprehensive business plan for a boutique hotel, including a culinary element. The competition will assess participants' knowledge of hospitality management principles, strategic thinking, and creative problem-solving skills.

Competition Process

1. **Registration:** All participants must register for the competition by [deadline date]. Registration includes providing basic information about the team members and their school.

Case Study Release: A detailed case study will be released on [date]. The case study will outline the specific requirements for the boutique hotel business plan, including:

- Target market analysis

- Financial projections

- Marketing and sales strategies

- Operations plan

- Culinary concept development

3. **Submission:** Teams will submit their completed business plans electronically by [deadline date]. Submissions must adhere to the specified format and length guidelines.

4. **Judging:** A panel of industry experts will evaluate the submitted business plans based on the following criteria:

Creativity and Originality: The uniqueness and innovation of the hotel concept.

Market Analysis: The depth and accuracy of the market research and target market identification.

Financial Feasibility: The soundness of the financial projections and budgeting.

Marketing and Sales Strategy: The effectiveness of the proposed marketing and sales strategies.

Operations Plan: The efficiency and practicality of the operations plan.

Culinary Concept: The creativity and feasibility of the culinary offerings.

Overall Presentation: The clarity, professionalism, and persuasiveness of the written and visual presentation.

Judging Criteria

Criteria	Points
Creativity and Originality	20
Market Analysis	15
Financial Feasibility	15
Marketing and Sales Strategy	15
Operations Plan	15
Culinary Concept	10
Overall Presentation	10
Total	100

Case Scenario

The case study will present a hypothetical scenario for a boutique hotel located in a vibrant urban area. The hotel should cater to a specific niche market, such as business travelers, leisure tourists, or a combination of both. Participants will be required to develop a comprehensive business plan that addresses the following:

Hotel Concept: Develop a unique and compelling concept for the boutique hotel, including the hotel's name, brand identity, and overall theme.

Market Analysis: Conduct a thorough analysis of the target market, identifying their needs, preferences, and demographics.

Financial Projections: Create detailed financial projections, including revenue forecasts, operating expenses, and profitability analysis.

Marketing and Sales Strategy: Develop a comprehensive marketing and sales plan to attract and retain guests.

Operations Plan: Outline the day-to-day operations of the hotel, including staffing requirements, room management, and guest services.

Culinary Concept: Design a unique culinary concept for the hotel's restaurant or bar, including menu development and sourcing strategies.

The judges will present each student with a mini-scenario from each of the following categories:

- 1) *Safety and sanitation*
- 2) *Customer service, Human resources and staffing*
- 3) *Menu development and design*
- 4) *Marketing and concept knowledge*

Additional Guidelines

- ◆ Teams may consist of no less than 4 but not more than 5 members
- ◆ All team members must be actively involved in the project
- ◆ Plagiarism will not be tolerated. All work must be original
- ◆ Any questions regarding the competition should be directed to actso@naacpnet.org

Location Description – “ACTSOville, USA “

Income Distribution: Demographics:

The geographic location of “ACTSOville, USA “is at your discretion.

In the “ACTSOville, USA “metro area there are several suburban and urban areas.

The downtown area of “ACTSOville, USA“ is home to a major sports team, a four-year college, and a thriving arts scene.

There are several populous suburbs, each with their own distinct identities and cultures. The ACTSOville demographics are below:

☑ Median Age: 44 years

Age Distribution:

0-14 years old: 25,000 people (10%)

15-29 years old: 37,500 people (15%)

30-44 years old: 50,000 people (30%)

45-64 years old: 62,500 people (25%)

65+ years old: 75,000 people (20%)

Families – represent 40% of the population

Income Distribution:

Low income (under \$25,000): 50,000 people (20%)

Middle income (\$25,000 - \$75,000): 75,000 people (20%)

High income (\$75,000 - \$150,000): 75,000 people (40%)

Very high income (over \$150,000): 50,000 people (20%)