

Student Name(s): _____

Project Overview

Shark Tank: Middle East Edition

Brief Description: You are an intern at a creative new investment firm that is interested in exploring the possibility of developing fast food restaurants overseas. The company has decided to assign its interns to develop concepts for Middle Eastern countries. Therefore, the management is assigning each intern a country and asking him/her to research it, prepare a proposal, and present it before a team of experts. Those with the most well-developed, creative, and thoughtful proposals will receive a job with the company!

The country you are assigned to research is _____.

In order to be successful, you must:

1. research and write a paper (2-3 pages plus bibliography) giving a background summary of conditions in your assigned country
2. develop a brief (1-2 page) business plan outlining your creative vision for a fast food restaurant in that country (**NOT** McDonald's – see instructions below)
3. prepare an oral presentation (3-5 minutes) - with visuals - for the Shark Tank

PART 1: WRITING THE PAPER

Before you develop a creative concept, you need to do your research. You will research the background to your restaurant concept and write that background in the form of a paper of approximately 2-3 pages (typed, double-spaced) plus a bibliography.

Planning your paper:

- Begin by finding information from at least 3 different sources (NOT Wikipedia or an encyclopedia). Be sure to keep track of the sources so that you could list them in your bibliography.

-Answer the questions below on a separate piece of paper. You will not be required to hand in the answers to questions, but you will use the answers as a guideline for writing the paper. In other words, your answers should be detailed (for your own use), but you don't have to worry about grammar or other sentence conventions.

1. Considering the modern history (20th-21st centuries) of the country, write down the most IMPORTANT facts someone would need to know in order to understand the country as it is today.

2. Describe important cultural factors:

- language(s)
- religion(s) – Be sure to look at restrictions/preferences regarding food.
- important minority groups

3. How would you take the cultural factors listed above into account if you started a business there?

- a. Would you have to change the menu because of religious dietary restrictions?
- b. Would there be any limits on who would be allowed to work in your restaurant or how they would have to dress?
- c. Would you need to have employees on hand that spoke different languages, or is there one main language that everyone in the country understands?
- d. How would you ensure fair hiring practices (not discriminating against any linguistic or religious minority group)?
- e. Is there anything else in the culture that you would have to take into account?

4. Consider the current political/economic situation in the country.

- a. Are there any civil wars or other problems your company should know about?

- b. What is the standard of living there? Would a significant number of people be able to afford to eat out? How would this affect what kind of place you opened?
 - c. What ingredients are readily available, and which would have to be imported (and would thus be more expensive)?
5. Talk about the relations between that country and the United States. Would Americans be **ALLOWED** to start a business in this country? If not, how would you open a business? (Partnering with a local person? Deciding **NOT** to open a business now, but creating a model that you could implement as soon as relations are improved?)

Writing your paper (approximately 2-3 pages, plus an additional page bibliography of sources that you used):

- Write a short introductory paragraph that tells the reader what country you are researching and referring to the possibility of opening a restaurant in that country. **Your thesis** will be your main idea about the difficulties or possibilities of opening a restaurant in that country.
- Write a well-developed paragraph about each of the five topics above. Do **NOT** use bullet points or numbered responses; write it in the form of an essay. Connect your ideas using transition words.
- Write a short concluding paragraph summarizing your findings.
- Include a bibliography page, listing (in MLA format) the books, websites, articles, etc. that you consulted in writing your paper.

Checklist:

- ___ My paper uses of at least 3 sources that are not an encyclopedia (or Wikipedia).
- ___ The sources are cited in a bibliography in MLA format at the end of the paper.
- ___ My paper has an introduction which includes a thesis.
- ___ My paper addresses the major points in the questions.
- ___ My paper uses specific information to support my statements.
- ___ My paper is approximately 2-3 pages, typed and double-spaced.
- ___ My paper has a conclusion that summarizes my ideas.
- ___ My paper is neat and as free of grammatical and spelling errors as possible.

PART 2: BUSINESS PLAN:

--Now it's time to get creative! Taking into account the research you did for your paper, start planning your restaurant. Answer the following questions. (Again, you won't have to hand the answers in; just make them as detailed as possible in order to write the proposal easily.)

1. Decide which type of fast food restaurant you want to open. Do NOT choose a chain (such as McDonald's) because many countries already have the big-name places and because your investment company wants original ideas, not franchise suggestions. Think of the fast food restaurants you know and decide what you could do to make yours unique and competitive. (For example, would you serve gelato? coffee/tea? typical "American food" like burgers and fries? chicken? fruit smoothies? shaved ice/Eegee's? something else?)
2. What is the name of your restaurant?
3. Where (in which city in your assigned country) would you put your first restaurant? Why would you put it there? (Think of who your customers would be.)
4. Develop a menu (NOT every single item you would serve but some general concepts/categories). Be sure to take into account ingredients that are readily (and cheaply) available, possible religious restrictions, and affordability.
5. Develop a plan for hiring employees. (gender? language requirements? non-discrimination plans?)
6. How would you adapt to the customs of the country? (Consider holidays, appropriate uniform styles, religious sensibilities, etc.)
7. When would you open the restaurant? (next year? delayed opening at some future date?)

--After answering the questions, write your business proposal, responding to the areas of concern in the questions above. Make sure it is **2 pages or less**. Make your points clearly and concisely. You MAY use bullet points.

Checklist:

_____ My proposal is clear and concise.

_____ My proposal addresses the questions above and gives specific information to support my ideas.

_____ My proposal is typed. Even bullet points are grammatical and clear (if not complete sentences).

PART 3: PRESENTATION

Now you will have the chance to present your ideas. You will have 3-5 minutes to convince the sharks to fund your project – and to hire you to do it.

Preparing for your presentation:

- Organize your ideas effectively and in a logical order. Use some information from your background section, but focus on your proposal. You need to be persuasive and organized.
- Be sure the presentation is not less than 3 minutes, not longer than 5 minutes. To get it right, PRACTICE.
- If it is a pairs presentation, be sure that each person speaks an equal amount (approximately).
- Use visuals (drawings, models, maps, Powerpoint images, or a very short – 30 seconds or less – advertising clip). Be careful to balance your presentation. The visuals should enhance and illustrate what you are saying. However, you do NOT want to have so much going on visually that you yourself are overlooked. Remember: You want to get the job!
- You may use a few notes, but you should not be reading directly off a paper. That makes it look like you don't know your subject. The notes should remind you of the order of presentation or of a few key facts, but you need to be comfortable with your topic.
- Practice effective speaking: enthusiasm, clear speech, formal language, confidence. Look the sharks in the eye. (Practice these skills with a friend or in front of a mirror; you will need the skills in the future.)
- Dress professionally as you would for a job interview.

How you will be evaluated: See the judging sheet on the next page.

Judging Sheet for the Presentation before the Shark Tank

You will use a scale from 1-4 based on the following:

1 = basic

2 = fair

3 = good

4 = excellent

The presenter(s) are dressed professionally:

1

2

3

4

The presentation is well organized and logical with all members of the group (if applicable) doing an equal amount of the work.

1

2

3

4

The presenter(s) appear confident and seem to know the material well.

1

2

3

4

The visuals contribute to the presentation.

1

2

3

4

The presentation lasted 3-5 minutes (without any wasted time).

_____ Yes (4 points) or No (1-3 points, depending on how long the presentation was)

Total points _____ **out of 20** (Points may be deducted if your work is late.)