

FOOD and HOSPITALITY ENTERPRISE

Level 2

Common Assessment Task

Work Requirements:

N/A

Assessment Type:

Short response

Criteria being assessed:

- Criterion 2 - element 4

Suggested conditions:

- This task should take learners 2.5 hours total.
- Menu or poster one A4 page (digital or non-digital).
- Explanation of choices (maximum 250 words).
- This task requires an individual response by each learner.

Task Description:

You will create a product that will be **either** a menu **or** marketing poster. This product will be designed to tempt clients using descriptive language and food terminology.

Your menu or poster is a result of the chef changing the menu. The change is to accommodate changes to the eatery's customer profile and they are introducing a new food product to the providore.

What you need to do:

You will need to choose and create a product, based on a chosen customer profile. You will also need to write an explanation for your choices of 250 words (maximum).

- I. Choose a customer profile that you will be marketing to:
 - ladies that lunch
 - business people
 - families
 - young couples – no children
 - middle aged customer – no children
 - older customers
 - high disposable income customers – looking to indulge

2. You will choose a type of product to create:
 - **Option 1:** A new menu concept (1 A4 page) which must include items in the entrée, mains and desserts that account for dietary adjustments (gluten free and vegan).
 - **Option 2:** A food product marketing poster (1 A4 page) to suit the eatery and providore's customer profile.
3. Create your product.
4. Write an explanation to the chef the reasons for your choices (maximum 250 words).

Teacher use only - What needs to be submitted for assessment?

Learners respond to the questions in a separate document, clearly identifying each article they are responding to.