**Middle East Fast Food Restaurant**

**Important**: This is your unit assessment, and as such, you should take every opportunity you can to **demonstrate knowledge from the unit**. Religions, ethnicities, resources, politics—we have covered all of these topics in the Middle East broadly. This is your chance to both demonstrate knowledge and go deeper on one country.

**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 (Mr. Butkevich) is assigning each group of interns a country and asking them to research it, prepare a business plan, and make a presentation about the proposed restaurant. Those with the most well-developed, creative, and thoughtful proposals will receive funding (“A”s).

**Countries:** Lebanon, Qatar, Oman, Yemen, Saudi Arabia, UAE, Bahrain, Iraq, Syria, Israel, Jordan. (Iran is currently under US sanctions, so a restaurant there is not realistic).

**Requirements**: **Put your name on the work that you do for credit.**

1. (Individual) Research and write a **background essay** of **1.5-2 pages** with **5 credible sources** and **footnotes** giving a background summary of conditions in your assigned country. You’re going to use this information for the next step.

2. (Group) Each group member did individual research on a relevant topic. Pool your knowledge and develop a **2-3 page** business plan outlining your creative vision for a brand new fast food restaurant in that country (NOT an existing franchise). **It’s OK to use bullet points.**

3. (Individual Slide/Placard) Prepare a presentation- with visuals - for the investor (Mr. Butkevich). This is a **formal presentation with the 3x5 rule (see presentations rubric)**.

4. (Food, Menus, Creative Stuff) Design a **menu** + Bring a sample of your restaurant’s **food** for the class on final exam day. Extra credit possible for uniforms or relevant props.

**DEADLINES:**

* **Background Essay due next Tuesday, 6/4.**
* **Presentation + Business Plan + Food Sample + Menu due on final exam day.**

PART 1: BACKGROUND ESSAY (INDIVIDUAL—10 points)

**Before you develop a creative concept, you need to do your research on the culture, economics, security situation or political system in the country.** Write a **background essay** of **1.5-2 pages** with **5 credible sources** giving a summary of relevant facts/conditions in your assigned country. (Times New Roman, 12 point font, 1.5 line spacing + **footnotes**).

**Answer all the questions in your essay.** **THIS IS AN** **INDIVIDUAL ASSIGNMENT: DO NOT REPEAT WORK OF OTHERS IN YOUR GROUP.**

- 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 and/or possibilities of opening a restaurant in that country.

-- The rest should back up your thesis.

THESIS EXAMPLE: “Based on the cultural factors below, I recommend opening a restaurant in this country. However, the following 3 cultural factors must be kept in mind when we design the restaurant—dietary restrictions, a strong bias towards keeping men and women who aren’t related or married from interacting too much, and the following religious festivals that have special foods and/or dietary restrictions.”

1. Country Report: **Considering the physical and political geography of the country, write about the most IMPORTANT facts someone would need to know in order to understand the country as it is today.** [Think “Geography Now!” but in the form of an essay]. The idea is a broad overview for investors who know nothing about this nation.

2. **Describe important cultural factors:**

**- major ethnic groups and religions focusing on restrictions/preferences regarding food, fasts, special holiday food, etc.**

a. How would you have to change the menu compared to a US fast food restaurant?

b. Would there be any limits on who would be allowed to work in your restaurant or how they would have to dress? This is especially important for women in some Middle Eastern countries.

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 or genders or sexual orientations) while at the same time not violating the law? Unfortunately, you can’t just say, “We’ll treat everyone equally” in every country. Strike the best balance you can between your values/ideas about fairness and local laws and customs.

e. Is there anything else in the culture that you would have to take into account?

3. **Consider the current political/security situation in the country.**

a. Are there any civil wars, ethnic conflict, extremist groups, high crime levels or other security problems that could impact this business?

b. Is the government a repressive dictatorship? A flourishing democracy? Something in between? (**check the country’s overall Freedom House score and cite its report in your writing)**

c. Is the government friendly towards business? How much corruption might a small business have to deal with? [Check Transparency International’s ratings for the country and <http://www.doingbusiness.org/rankings>]

d. 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?)

**4. Consider the current economic situation in the country.**

a. What is the standard of living there? Would a significant number of people be able to afford to eat out (even fast food) at least once a week?

b. Is the economy trending positively or negatively? Does it depend too much on one or two commodities (oil) with prices that jump up and down?

c. What ingredients are readily available to keep costs down? Importing ingredients is usually too expensive, so you should BUY LOCAL, if possible. Is it possible?

d. Does the country trade a lot with its neighbors and the world or is it isolated? Foreign tourists? Expatriates? Guest workers?

PART 2: BUSINESS PLAN (GROUP WRITING—SHARE A GOOGLE DOC WITH YOUR NAMES ON IT. 10 points)

--**AFTER MR. BUTKEVICH VERIFIES** that you have finished your individual essay, it’s time to get creative! Taking into account the research you’ve done for your individual papers, start planning as a group for your restaurant. **Answer all of the following questions in your business plan. Back your answers with country-specific research so that your ideas are REALISTIC and SUCCESSFUL in that country.**

**You MAY use bullet points.**

1. Decide which type of fast food restaurant you want to open. Do NOT choose a real life chain (such as McDonald’s) because many countries already have the big-name places and because your investment company wants **original ideas**. Think of the fast food restaurants you know, what you like and dislike about them, and decide what you could do to make yours unique and competitive. (For example, would you serve only local food? gelato? coffee/tea? typical “American food” like burgers and fries? chicken? fruit smoothies? shaved ice? something else?)

2. What is the **name** of your restaurant?

3. **Where** (in which city/region in your assigned country) would you put your first restaurant? **Why** would you put it there? (Think of who your customers would be and how much better the economy is doing in certain cities than in others.)

4. Design a **menu** with at least 12 items, a description of each item, and a price (in the local currency). Do a visual of the menu in your slide show and **print copies for the class**. Be sure to take into account ingredients that are readily (and cheaply) available, possible religious restrictions, and affordability for the average local consumer.

5. Develop a **realistic, country-specific** plan for **hiring employees**. (Men, women or both? Language requirements? Guest workers or citizens?) Some Middle Eastern countries’ laws won’t allow you to hire women for certain jobs.

6. How would you adapt to the **major religions** and **customs** of the country? Consider all major **holidays**, appropriate uniform styles, dietary restrictions, etc.

7. What **music** will you play in the background? What is actually popular in that country among most of the clients you are trying to attract? Do some research--don’t just play some Justin Bieber atrocity.

8. What sort of extra **security** is necessary (if any) to keep your restaurant safe and why?

9. **Economics**. What local ingredients are you going to use to keep costs low? Are you aiming for cheap and very quick food for the masses (Jack in the Box) or something a little more upscale/expensive (“fast casual” like Chipotle or Shake Shack).

PART 3: PRESENTATION (GROUP WITH INDIVIDUAL SLIDES) + FOOD SAMPLE (10 points)

Now you will have the chance to present your ideas.

Preparing for your presentation:

- **This is a formal presentation (see rubric).** 3X5 Rule: Each student gets 1-2 slides or placards. **Put your name on it.**

- 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.

- See the presentations rubric on the class web site (“How to Get an ‘A’”)

**Food Sample + Menu: On presentation day (final exam day), each group should bring one sample of food from the restaurant + printed copies of the menu. You only have to bring enough for 10 people, not the whole class (unless you want to). Desserts are the easiest and least messy, but they are not required. Avoid nuts so we don’t set off anybody’s allergies.**

**Bring utensils and plates.**