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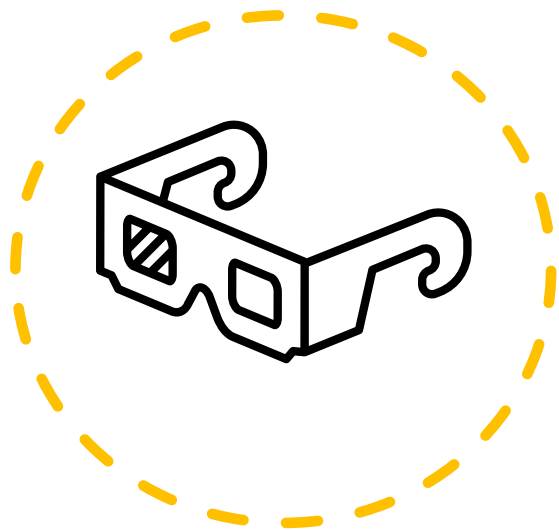
Negotiation skills

Role play context

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Context



In this roleplay, the beneficiary has to play the role of a foodtruck entrepreneur who will attend The Lyon Gastronomy Festival.

The business manager

In the next slides you will find informations about your company, business activity and the festival.



Your company

The concept: Your food truck is named Tartuffe, and the truffles are the main main ingredient. You will revisit this noble product by offering a street food style truffle dish. You will prepare your dish directly in the customer's hand. Your intention is to play with all senses: sight, touch, smell and taste.



The structure : You created your company 3 years ago. Before the Covid-19 crisis, your turnover was around 400K€ (2 events et 3 live presentations in restaurants per month).

The employee : You have one full-time employee



Antoine

32 years old

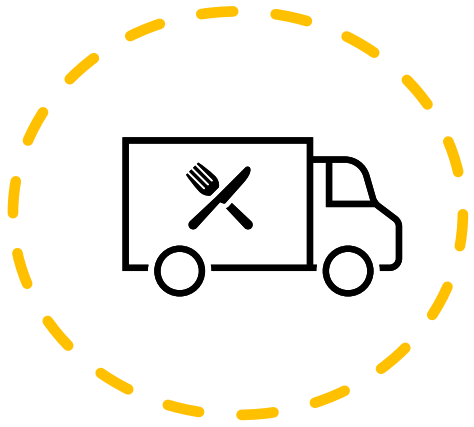
Education: trained at the PAUL BOCUSE institute

He has been your employee since 2 years.

Job position: chef, creation of menus around truffle's universe for restaurants based in Lyon, Marseille and Paris.

He is 100% committed to your business project and he wants to create his own business in a few years.

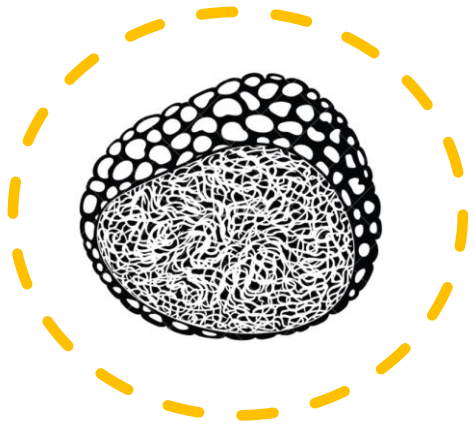
Your activity



Products/services and clients:

(Your activity is divided in two segments.)

- **Fast food (quality street food)** For events only (80% of turnover). Clients on this segment are mostly professionals (60%), public organizations (30%) and private clients (10%). The service is propose with unlimited service, this brings to your activity roughly € 15,000 monthly.
- **Menu/culinary creation:** For restaurants only, culinary creation based on truffles (20% turnover): this brings around € 2000 / monthly of revenues.



Products price:

- Black truffle: around 700€/kg
- White truffle around 3000€/kg

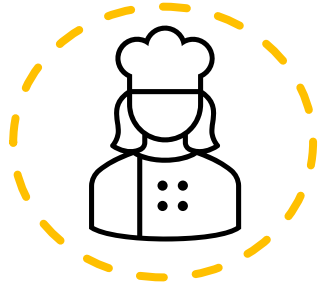
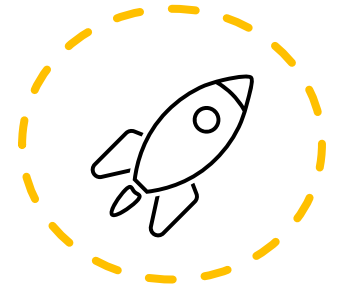


The Lyon Gastronomy and Street Food Festival



Concept : The objective of the festival is to promote street food during 4 days. The first 2 days are open to professionals and the last 2 days to the public. It allows the exhibitors to show their products and concepts. Every year the festival chooses a specific theme, which this year is environmental responsibility. In order to participate, exhibitors have to pass a selection committee.

History: It is the 4th edition of the festival. The previous edition in 2019 achieved 300 000 visitors. This festival has a European renomee.

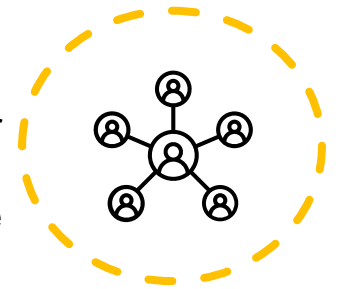


The exhibitors : They are food producers, cooks who are coming to share their concepts and attract new clients. Exhibitors can be restaurants but also food trucks. The festival provides the materials needed to allow every participants to cook.

Visitors :

(the festival is open 2 days only to professionals and to additional 2 days to the public)

- Professionals (event agencies, restaurants, suppliers...): exhibitors must be perfect in the presentation of their concept and in the preparation of the food. Every visitor can be a potential client.
- Public visitors: the objective is to share and help discover the street food universe to the public, depending on the target and implantation of the exhibitors. Every visitor is a potential future client.





Negotiation skills

The scenarios

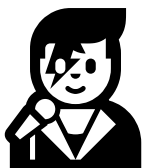
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Scenario 1: The manager



Context : the business manager wishes to participate to the festival. He/she must convince the organizer.



The role model: he/she is one of the managers of the festival. He/she is in charge of receiving the applications of the business managers and he/she interviews the candidates.

Scenario 2 : The supplier



The context : A week before the festival, the business manager learns that his/her usual supplier has had a problem with truffles. He/she needs to find a new one and negotiate the right prices, supply and delivery terms.

The role model: he/she plays the role of a new potential supplier.

Scenario 3 : The client



Context : It is the day of the festival, A famous local restaurant notices the entrepreneur's truffle products and offers him a partnership in order to integrate the products in its menu. The entrepreneur must negotiate his/her products, being careful not to lose the control on them, and sell them at the right price.



The role model: he/she plays the role of the manager of a very fashionable and one-Michelin-starred restaurant.



ESTEEM is a project funded with support from the European Commission (Project Number: 2020-1-FR01-KA202-080354).
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the
information contained therein.

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