

Competition

Chinese Noodle Dragon

The Chinese Noodle Dragon is the market leader in specialty fast food in NJ malls. Its four stores will generate an estimated \$3.4 million in sales in 1995. The chain serves mainly egg rolls and chop suey similar to most inexpensive Chinese restaurants. The price of most items on the menu is \$3.50 to \$6.00 versus \$3.00 to \$5.00 for the Ninja Chef. Beverages prices are about the same, \$1 per drink. The Chinese Noodle Dragon's sales methods are counter service and carryout.

Indiana Jones Tandoori Chicken

This restaurant was one of the first to offer specialty fast food in the NJ market long before it was popular. Its main course, Bombay Chicken, was popular up until about three years ago. Since then, it has lost market share to the Chinese Noodle Dragon. Its three mall restaurants will generate estimated 1995 sales of about \$1,800,000.

Market Share Analysis

	1993			1994		
	Sales (M\$)	% of Growth	Market Share (%)	Sales (M\$)	% of Growth	Market Share (%)
Ninja Chef	2	NA	5%	4	100%	15%
Chinese Noodle Dragon	2.5	15%	35%	3	20%	30%
Indiana Jones Tandoori	1.2	20%	15%	1.4	15%	10%

Strengths and Weaknesses

	Strengths	Weaknesses
Ninja Chef	1. High quality food 2. Low prices	1. Low exposure
Chinese Noodle Dragon	1. Very popular	1. Low food quality
Indiana Jones Tandoori	1. Popular	1. Very low end food quality 2. Out of fashion