

Pricing and Positioning

Ninja Chef plans to make every effort to create the right image for the company and its food. The company plans to position the Ninja Chef as an inexpensive healthy alternative to other fast food restaurants. The pricing policy will reflect this strategy by offering meals at or below the cost of other fast food chains such as burgers and fries.

Food Pricing

| | Cost | Retail |
|----------------|-------------|---------------|
| Ninja Tempura | \$1.25 | \$2.50 |
| Sashimi | \$1.75 | \$3.50 |
| Sukiyaki | \$2.50 | \$5.50 |
| Sunomono Salad | \$1.00 | \$3.50 |