

## **Sales Method**

### **Counter Service**

The primary sales method for the Ninja Chef is counter service. We intend to penetrate the local market by selling right from the counter. The presence of the Ninja Chef cooking the food right in front of the customers is an integral part of the sales effort. The chef will offer free samples to people attracted by the "show" and encourage them to place an order.

### **Carryout**

The company plans to heavily promote its carryout service. The staff will put coupons right inside the customers' packages to stimulate repeat carryout business.

### **Catering**

Ninja Chef will market its catering services to organizations, businesses and hotels by stressing the novelty of the cuisine as well as its reasonable cost.