

### Sales Plan

Ninja Chef restaurants will operate at full capacity for about five hours a day split between the heavy traffic periods of the lunch and dinner hours. The company expects to serve 100 dishes per hour during these peak times or about 500 meals per day.

The average cost per meal is \$5.00. Sales are expected to increase by 20-30% per year, at an average margin of 50%. The following sales plan shows the estimated sales of a single restaurant on a quarterly basis.

### Ninja Chef Restaurant Quarterly Sales Plan

Year	# Meals	Avg. Cost	Total Sales
1st Qtr 1996	36,000	\$4.50	\$162,000
2nd Qtr 1996	38,000	\$4.75	\$180,500
3rd Qtr 1996	40,000	\$4.90	\$196,000
4th Qtr 1996	42,000	\$5.00	\$210,000
<b>Total Sales 1996</b>			<b>\$748,500</b>
1st Qtr 1997	45,000	\$5.10	\$229,500
2nd Qtr 1997	48,000	\$5.15	\$247,200
3rd Qtr 1997	50,000	\$5.20	\$260,000
4th Qtr 1997	52,000	\$5.25	\$273,000
<b>Total Sales 1997</b>			<b>\$1,009,700</b>
1st Qtr 1998	54,000	\$5.30	\$286,200
2nd Qtr 1998	56,000	\$5.35	\$299,600
3rd Qtr 1998	58,000	\$5.40	\$313,200
4th Qtr 1998	60,000	\$5.45	\$327,000
<b>Total Sales 1998</b>			<b>\$1,226,000</b>

### Ninja Chef Sales by Menu Item

	1996	1997	1998
Tempura	\$75,000	\$100,000	\$122,000
Sashimi	\$150,000	\$200,000	\$244,000
Sukiyaki	\$262,500	\$359,000	\$433,000
Sonomono Salad	\$111,000	\$150,000	\$183,000
Beverages	\$150,000	\$200,000	\$244,000
<b>Total</b>	<b>\$748,500</b>	<b>\$1,009,000</b>	<b>\$1,226,000</b>

**Ninja Chef Restaurant  
Sales by Market Segment**

	<b>1996</b>	<b>1997</b>	<b>1998</b>
Individuals	\$374,500	\$505,000	\$613,000
Business People	\$262,000	\$353,000	\$429,000
Families	\$112,000	\$151,000	\$184,000
<b>Total</b>	<b>\$748,500</b>	<b>\$1,009,000</b>	<b>\$1,226,000</b>