

General Description

Ninja Chef, Inc., established in 1994, plans to set up a chain of ten Japanese fast food restaurants in malls in the New Jersey area in the next two years. The company currently operates a restaurant in a Teaneck, NJ mall that serves fast food to various market segments: shoppers, business people, carryout and limited catering.

Ninja Chef has developed a menu of Japanese fast food that has received excellent reviews and generated widespread in-store and carry out sales in the Teaneck area. The company recently penetrated the local market and already has a substantial customer base.

Ninja Chef was founded by Mr. & Mrs. Bruce Lee and Mr. George Foreman. Mr. Lee was the VP of Sales for XYZ Foods, a large food broker, for over ten years. Mrs. Kathy Lee, a clinical dietitian, is a well-known health food expert that hosts a talk show- "Heartline to Your Health". Mr. Foreman, an food industry cost accountant, spent over twenty years in various senior level positions for a fast food chain.

The Restaurants

The Ninja Chef restaurants will be located in the main dining area usually found on the mall's second floor. Each contains 6-10 different fast food restaurants that share a common dining area. Waiter service is not available. Customers enter the dining area and choose a restaurant based on factors such as:

- 1.Type of food
- 2.Price Comparison
- 3.Cleanliness
- 4.Waiting line
- 5.Business hours

Each Ninja Chef restaurant will be staffed by 3 to 4 people depending on the estimated volume and the time and day of the week. There will be one or two cashiers and usually two cooks at all times.

The Cuisine

The Ninja Chef restaurants will serve Japanese food that is recognized by the public as lighter and healthier than other types of fast food such as burgers and pizza. Customers today are aware of the benefits of eating a diet that is low fat, low oil and low cholesterol as well as high in vegetable content. This is precisely the kind of food served by the Ninja Chef chain.

The restaurant's meals are easy to cook, taking only a few minutes. The price of the average item is \$3-5 and beverages average about \$1. The average meal costs about \$4-6. The following describes the main dishes that the restaurants will serve.

Tempura

Ninja Chef Tempura is a delicious Japanese appetizer of breaded, deep-fried sea food, vegetables, shrimp, eel and/or tofu prepared in a special tangy no-cholesterol oil.

Sashimi

Sashimi is a delicacy of raw fish rolled into beautiful geometric shapes. The Ninja Sashimi Chef, wielding a razor-sharp knife, prepares the fish as the customers watch.

Sukiyaki

Sukiyaki is a main dish of beef, pork, chicken or vegetables cooked to order in a large Wok. It is served over Ninja Raven- Japanese noodles.

Sunomono Salad

Sunomono Salad is a mix of seafood, Japanese vegetables and Ninja Chef's own Banzai dressing served in a large doughy shell. It is also available with tofu.