

The Target Market

Ninja Chef plans to capitalize on two consumer trends: an interest in health food and a willingness to try oriental dishes. The restaurant concept is to offer a healthy alternative to the usual high-fat, high calorie meal served by other fast food restaurants. There are no chains in the oriental fast food market comparable in size to McDonald's, Pizza Hut or Kentucky Fried Chicken. The company believes the opportunity is there to exploit this concept and try to build a national Japanese fast food chain starting in the New Jersey area.

Based on the Market Analysis and segmentation, Ninja Foods has decided to target the three main niche markets previously discussed:

- ◆Shoppers: Age 20-45
- ◆Business People: Age 20-45.
- ◆Family Shoppers: All Ages