

## **Sales Method**

### **Counter Service**

There are two prime sales methods in the fast food mall business: counter service, and carryout. Of these counter service is by far the most important since the client has the option to choose from 6-10 restaurants at the point of sale. The customers may also phone in their orders, and pick up their orders when they arrive.

### **Carryout**

Carryout is similar to counter service. The main difference is that carryout orders are often larger: 4-10 meals per order versus 2-3 per order at the counter.