

### **The Market**

The fast food industry's 1994 sales were approximately \$98 billion, an increase of 7% over the previous year. Sales of fast food restaurants located in large malls rose even faster, up 9% from 1993. The industry may be divided into five main fast food categories:

- ◆Burgers
- ◆Pizza
- ◆Chicken
- ◆Mexican
- ◆Specialty

Ninja Chef falls into the specialty category along with Chinese and Indian fast food. Total sales of this category were \$3.4 billion in 1995, up 8%. Industry analysts expect the higher growth rate in specialty fast foods to continue to outpace the industry average over the next five years.