

### General

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% over 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

There are 22 large shopping malls in New Jersey within the target market. The average mall has 95 stores that are visited by 9,000 to 15,000 customers a day depending on the day of the week and the season. In addition, there are 500-1,000 people employed in the average mall.

### Average Mall Traffic

Customer	Weekday	Weekend	Holiday-Weekday	Holiday-Weekend
Under 20	3500	4500	4500	5000
25-45	3000	4000	4000	5000
45 and over	2500	3500	3500	5000
<b>Total</b>	<b>9000</b>	<b>12000</b>	<b>12000</b>	<b>15000</b>