



Mark Pi's Express Asian Quick Service Cuisine

Introduction

Asian Concepts, Inc. is the franchiser of Mark Pi brands, a restaurant group named after founder, entrepreneur and world record holder, Mark Pi. Mark Pi brands offer a portfolio of Asian restaurant concepts, that include; fine dining, fast casual, buffet and quick service. Mark Pi restaurants currently operate in four states, and has partnered internationally to open multiple stores in both Korea and India. Mark Pi's Express, the quick service segment of Asian Concepts, Inc. offers delicious Pan-Asian cuisine combined with fast service in a modern, facility developed for high traffic locations. Mark Pi's Express emerged as the quick service offshoot of the original fine dining restaurant, Mark Pi's China Gate, and is currently one of the largest Asian quick service restaurant chains in Ohio, and is found at twenty-four locations nationwide.

Mark  Pi's

About Our Concept



I just wanted to touch base with you about how profitable Mark Pi's is at Northwest Missouri State University. Our customers consists mainly of students, ages ranging from 18 to 22 years of age with the feedback being they are always satisfied with the quality and quantity of the Mark Pi's line of entrees. I would highly recommend that Mark Pi's be a part of every university's dining facilities.

*-Jerry Throener
Director of Dining Services
Aramark™ Corporation*

Mark Pi's is currently in locations at the Ohio State University, Indiana State University, and Northwest Missouri State University

About our concept...

There is no greater trend in America than the need for convenience. In order to compete in today's marketplace, businesses must provide fast, value-added service.

Mark Pi's Asian Fast Food offers consumers quality food combined with fast service in a modern, facility developed for high traffic locations.

Our concept starts with a menu engineered for maximum profits and minimum development time and will put you in business in the shortest time possible. In addition, our licensed and approved commissary will supply you with the quality foods and ingredients you need to deliver fast quality, Asian cuisines to your customers.

Our development experts will identify locations that meet the requirements of a high traffic, quick turnaround business. We have the experience to find alternative, creative opportunities to meet consumers' craving for Asian cuisines fast.

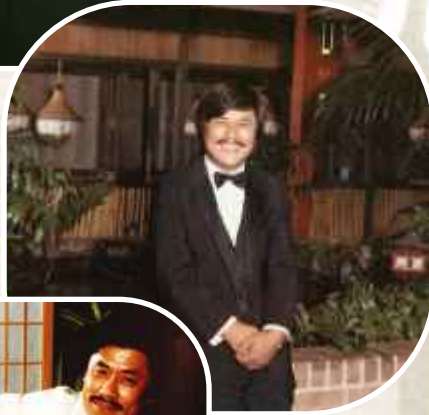
In addition, our marketing and operations teams understand the unique demands of specialty sites and can fashion an advertising and operational plan that will help to achieve profitability quickly and consistently.

Mark  Pi's

Mark Pi Biography Sheet



Mark Pi was born in Korea to parents hailing from the Shantung Province of Northern China where he received culinary training throughout his youth. He arrived in Chicago with a Master Chef's diploma and \$50 in his pocket. His first job in the U.S. was at Chicago's Mandarin House Chinese restaurant. Within five months, he was able to secure a loan and purchase the restaurant under



his own name. In addition to his culinary talents, Mark Pi was trained in the ancient art of Chinese noodle making since the age of nine and is a third degree black belt. A natural entertainer, he used his noodle making skill to attract large crowds to his restaurants and has performed on numerous television shows. He held the Guinness World Record title as the fastest human noodle maker for several consecutive years, breaking the record 6 times since 1981.



His last record was set in 1993 on NBC's afternoon talk show, Vicki, when he stretched out 4,096 strings of Chinese noodles by hand in 41.34 seconds.



Through hard work, determination, and exceptional vision, Mark Pi began to work towards his dream of founding a national Chinese restaurant chain, known as Mark Pi's. He named the parent franchising company, Asian Concepts, Inc. to capture the versatility of the Mark Pi's brand to accommodate the public with delicious Asian food as well as the ability to accommodate any venue, whether a freestanding unit, strip mall or food court locations. Asian Concepts, Inc. now has 24 units nationwide including several units in India, and Korea.

Why Mark Pi's

Guaranteeing a Quality Asian Product, No Chef Needed!

Mark Pi's primary focus has always been on the quality of the product offered to the consumer. When Mark Pi began to expand his restaurant business in earnest in the late 1970's, he was concerned that expansion would lead to less control over product quality. Therefore, he commissioned a central commissary to standardize quality.

This integration, utilizing a local manufacturing plant to produce Mark Pi's products, has allowed Asian Concepts to monitor the quality of products as well as create a more efficient kitchen operations for restaurant operators. Asian Concepts, Inc. works alongside the manufacturers to develop and implement new recipes and also quickly respond to franchisee and customer needs.

What does this mean for franchisees?

- Lower labor cost
- Consistent quality and flavor
- Simplified operations

Intensive Training Course

All franchisees will participate in our two week hands on franchisee training program. You will work inside a Mark Pi's restaurant and be trained by members of our experienced operations staff. Training materials will be provided as well as all manuals necessary to own and operate a Mark Pi's franchise. Our team will work closely with you to ensure that all your questions are answered.

Ongoing Partnership

Our corporate team will provide continuous support for you and your staff. This includes

- Marketing and promotional materials
- Continuing education
- New recipe development
- Negotiations with landlord and vendors

Menu

In recent years consumers have challenged the Asian food industry as well as the industry at large to offer a more ethnically diverse menu and healthier dish alternatives. Mark Pi's has not only risen to meet the challenge, but has set the par even higher for competitors, by providing Pan-Asian menu selections and healthier food choices.

Pan-Asian Flavors

To meet a changing consumer palate, Mark Pi's has developed a menu with Pan Asian favorites. Phad Thai, Grilled Teriyaki Chicken, and Chicken Lettuce Wraps represent a sampling of favorites among customers.

Healthier Alternatives

In select locations, Mark Pi's has introduced brown grain rice and mixed vegetables as additional choices to the traditional steamed white rice, fried rice, and noodle options.

More and more diners are asking for brown grain rice because of the nutritious value. "Brown rice retains 11 more nutrients than enriched white rice, has double the type of fiber that fights colon cancer, low in fat, cholesterol free, gluten free and salt free." (www.whfoods.com The World's Healthiest Foods.)

With the introduction of the grill, Mark Pi now offers grilled chicken and vegetable dishes to customers desiring a healthier style of cooking.

No MSG added

In addition, we do not add MSG to any of our dishes or food products.



The Experience



A Comprehensive Dining Experience

Mark Pi's recognizes that customers are placing increasingly more emphasis on the quality of their total dining experience, necessitating that excellent food products need to be accompanied by an attractive dining atmosphere.

Recently, Asian Concepts has initiated an aggressive campaign to revitalize and refresh the interior of the Mark Pi's Express locations. Mark Pi's newly developed contemporary design, enforces the Mark Pi's dining experience as one associated with *rejuvenation, cleanliness, and creativity*.

The recent remodeling of Mark Pi's Express has been greeted with enthusiasm by regular customers and has attracted new customers.

Our open kitchen showcases stainless steel workmanship and clean prep surfaces allowing customers to watch their food as it is being prepared in a hot, flaming wok. This assures customers of the safe handling and cleanliness of their food.

Bright and festive colors create a fun, exciting environment for diners. While the soft lighting compliments the shine of the furniture, allowing customers to experience a vibrant atmosphere without being overwhelmed by excessive light.



Mark  Pi's

Noodles & Rice

Chicken	4.95	Shrimp	5.50
Beef	5.25	Tofu or Vegetables	4.95
		House	5.50

(shrimp, chicken, beef)

Fried Rice

Rice wok tossed with eggs, bean sprouts, carrots, Spanish onions and scallions, with a light soy sauce

Lomein

Egg noodles wok tossed with cabbage, carrots, Spanish onions, scallions, and bean sprouts stir-fried with a light soy sauce

Phad Thai

Rice noodles wok tossed with eggs, bean sprouts, scallions, and carrots with our phad thai sauce.



Phad Thai Noodles

Pi Family Pack



- + 2 Larger dishes of your choice
- + Starters: your choice of either
 - *4 egg rolls or soups or
 - *2 crab rangoon (8) or
 - *4 spring rolls (8)
- + Your choice of steamed white, brown or egg fried rice

(Feeds 4) only 19.95

Beverages

Soft Drinks and Ice Tea	reg_1.15	lg_1.35
Hot Tea		1.00
Bottled Water		1.25
Bottled Juices		1.50

Kids Menu

(Comes with a kid's drink)

Ninja Nuggets	3.50
Crispy white meat nuggets with sweet & sour dipping sauce, side of grilled vegetables, fried rice and wonton chips	
Teriyaki Kids	3.50
Tender grilled chicken strips, side of grilled vegetables fried rice and wonton chips	

Mark Pi's



11860 Allisonville Rd.
Fishers, Indiana 46038

For Take Out Call:
ph: 317.842.0884

www.markpi.com

Lunch Special

Monday thru Friday 11 am - 4 pm

Pick ANY entree off the menu! Comes with your choice of rice, an egg roll or soup, and a regular size drink. Fortune cookie is included, of course.

Only \$5.95!

Starters, Soups, and Sides

Complement your meal with one of our starters!

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|--|------|
| Chicken Lettuce Wrap  | 3.95 |
| Minced chicken, vegetables and crispy rice noodles in a soy garlic marinade served on crisp lettuce. | |
| Crab Rangoon (4) | 2.95 |
| Our special cream cheese blend in a delicious wonton | |
| Spicy Wontons (4)  | 2.95 |
| Meat filled wontons served with a hot and spicy sauce | |
| Chicken Wings (6) | 3.50 |
| Plump, juicy wings lightly breaded for crispness | |
| Gan Pong Chicken Wings (6)  | 3.95 |
| Sweet, tangy, spicy dark sauce over crispy chicken wings | |
| Mark Pi's Famous Egg Rolls (1) | 1.25 |
| Cabbage, celery, carrots, onions, and garlic peanut sauce rolled in wonton skin, lightly coated with egg. | |
| Mini Spring Rolls (2) | 1.75 |
| Seasoned vegetable mix, wrapped in crispy rice paper. | |

[Soups and Sides]

- | | | | |
|---|------|-----------------|------|
| Hot & Sour Soup  | 1.75 | White Rice | .95 |
| Wonton Soup | 1.75 | Brown Rice | 1.50 |
| Egg Drop Soup | 1.75 | Egg Fried Rice | 1.50 |
| Side of Brown Gravy or Sweet & Sour sauce | | Grilled Veggies | 1.95 |
| | | | 1.50 |

Pi Classics

Served with steamed white or brown rice
add .50 for egg fried rice



Pi Entrees

Create your own Asian Stir-Fry!
Served with steamed white or brown rice,
add .50 for egg fried rice.

- | | |
|-----------------|------|
| Chicken | 5.25 |
| Beef | 5.50 |
| Shrimp | 5.75 |
| Tofu or Veggies | 5.25 |

Broccoli

Garlic soy sauce, broccoli and mushrooms

Cashew

Light white wine garlic sauce, water chestnuts, zucchini, mushrooms, carrots, and cashews.

Garlic

Garlic almond sauce, onions, celery, carrots, and more!

Hot Pepper

Spicy garlic soy sauce, Spanish onions, scallions, and jalapenos

Hunan

Spicy garlic soy sauce, broccoli, mushrooms and water chestnuts

Kung Pao

Spicy garlic soy sauce, water chestnuts, zucchini, carrots, and peanuts

Ma La

Spicy-sweet garlic soy sauce, stringbeans, Spanish onions, scallions and jalapenos

Mongolian

Sweet garlic soy sauce, Spanish onions and scallions

Peapods

Fresh snow peas, mushrooms, water chestnuts in a light white sauce

Stir-Fry

Caramel soy sauce, Spanish onion, scallions, mushrooms and zucchini

Szechuan

Sweet Chili soy sauce, Spanish onions, carrots, water chestnuts, mushrooms, and green peppers



OSU Ross Heart Hospital // Columbus, Ohio





Crosswoods // Columbus, Ohio





Mark Pi's Fishers // Fishers, Indiana



Building Requirements

Concept: Mark Pi's Express Food Court Location
Site Requirement: 500-1000 sq. ft.
Additional Requirements: Gas required
Hood exhaust accessible

Concept: Mark Pi's Asian Diner Street Location
Site Requirement: 1,400-1,800 sq. ft.
Additional Requirements: Gas & hood required



Construction Cost

Total Cost Breakdown

	<u>Low Estimate</u>	<u>High Estimate</u>
Franchise Fee	\$ 15,000	\$ 15,000
Architect / Designer	\$ 8,000.00	\$ 12,000.00
Permits & Fees	\$ 1,000.00	\$ 2,000.00
Construction	\$ 80,000.00	\$ 110,000.00
Equipment	\$ 65,000.00	\$ 80,000.00
Menu Board	\$ 4,000.00	\$ 5,000.00
Small wares	\$ 2,800.00	\$ 3,500.00
Cash register system	\$ 8,000.00	\$ 11,000.00
Décor Package	\$ 2,000.00	\$ 2,000.00
Sign Package	\$ 2,000.00	\$ 6,000.00
Pre-Opening Utility Expenses	\$ 500.00	\$ 500.00
Office Supplies	\$ 400.00	\$ 400.00
Opening Inventory	\$ 3,000.00	\$ 8,000.00
Total Expense	\$ <u>191,700</u>	\$ <u>255,400</u>

*This is a range of cost for a food court concept.

*Opening expenses vary due to each location's unique qualities.



Ohio Union

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Phone 614-292-7924
Fax 614-292-1816
www.ohiounion.com

September 13, 2005

To whom it may concern:

The Ohio Union has experienced a very successful relationship with Mark Pi's Express over a period of more than two decades. It has been the longest existing third-party restaurant operating in the Ohio Union, which is testimonial of the success. The menu, services and prices have all been components of the business success. Another success factor is the adaptation that Mark Pi's has made into the campus environment, especially at the Ohio Union. A strong partnership is also based on honesty and integrity in the relationship, two traits that I identify with Mark Pi and members of his organization.

In 2002, I assumed my current position as Associate Director, Business Services of the Ohio Union and have had the opportunity to associate with Mark Pi and other members of his organization through my responsibilities with third-party vendors and contracts. Over the past three years, it has been exciting to work with Mark as he readily entertains new ideas, constantly seeks better means to serve customers, and strives to improve the existing offerings. Not only has he been acceptable to constructive feedback, he readily seeks feedback in his continuous quality improvement efforts. Mark has been willing to experiment with new menus, technologies, and equipment to further enhance service and offerings.

Mark Pi's Express has been a strong foundation not only in our vendor community, but has evolved as a strong community member in the traditions of the Ohio Union. As a student several years ago, I enjoyed spending time in the Ohio Union and enjoyed the fast, friendly service and excellent prices at Mark Pi's Express. Many years later, the high-quality, fast and friendly service still exists at very reasonable prices. Feedback from the campus community and Ohio Union staff has been very positive and customer service has been touted as outstanding.

I look forward to a continued relationship in the future.

Sincerely,

Dave Wiseley
Associate Director, Business Services
The Ohio Union



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November 15, 2005

To Whom It May Concern:

I am pleased to serve as a reference for Mr. Jim Roo and his company, W. S. Deli Campus, Inc. In February, 2005, Jim Roo and W.S. Deli Campus, Inc. entered into a lease agreement with my department, Transportation & Parking Services, at The Ohio State University to run a food service operation (now called the "Garage Café") in our new, Hospitals Parking Garage. There were limited food service options in the Medical Center area, and we were looking to provide patients, visitors, and employees of the OSU Medical Center with some different options.

Since last February, campus and Medical Center visitors and employees have been able to enjoy a variety of foods and beverages in the Garage Café, including smoothies from Bon Jour Café, sandwiches; wraps; and salads from Wall Street Deli, pizza and pasta from Maurizio's, and Asian cuisine from Mark Pi's. The response from customers has been overwhelmingly positive!

The design of the interior space is beautiful and very welcoming to customers---everyone from physicians and nurses to patients and their visitors. The area is well-maintained. Cleanliness and food quality are very important aspects of the service Mr. Roo and his staff provide. They have remained flexible in their hours of operation and types of food provided to meet the late night and early morning needs of their customers.

As far as working with Mr. Roo and his staff, I have nothing but praise. They have always been friendly, professional, and extremely responsive. They have remained involved with the project during lease negotiations and since construction began on the space. We continue to communicate regularly and work together, as tenant and landlord, to resolve issues and improve service.

I highly recommend that you consider awarding your bid for food service to Mr. Jim Roo and W.S. Deli Campus, Inc. He and his organization are very professional, they know their business, and your customers will be very pleased with their food and service.

Sincerely,

Beth A. Kelley
Associate Director
OSU Transportation & Parking Services

Mark Pi's News & Events



Fishers, Indiana

Mark Pi's Express celebrates its 10th year in Fishers, Indiana with a new make over. The first candidate among current franchisees to renovate an old Mark Pi's Express into the new prototype. Customer feedback has been overwhelmingly positive towards the changes in design and menu selection.



The OSU Ross Heart Hospital

In 2005, The Ohio State University Medical Center, one of the nation's largest and most influential medical centers, welcomed Mark Pi's as one of four vendors at the food service operation inside the new medical center complex.



Daegu, S.Korea

The first Mark Pi's in Korea opened in the summer of 2004. Due to the success of the first store, our franchisee recently opened two more Mark Pi's within the last three months and adding at least 4 more locations within the next 12 months!



New Delhi, India

Trak Services, Mark Pi's international partner in India, has opened its fifth Mark Pi's store since 2004, and planning on opening 5 more stores by the end of 2005.

2004 Chinese Restaurant News



Presented by **Chinese Restaurant News**

In recognition of your extraordinary contribution to Chinese Cuisine in the U.S.

Mark Pi Express

has been inducted into the Chinese Restaurant News'
2004 List of Top 100 Chinese Restaurants Awards.

Publisher of Chinese Restaurant News *Kongleym*