

Mirella Bautista

Professor Woods

MGMT 3450 T, Th 5:30 pm – 6:45 pm

December 18, 2019

## Competitive Research

### 1. Serrano's Furniture

1240 Cecil Ave, Delano CA 93215

Phone: 661)725-4503

Website: <http://www.serranosfurnituregalleries.com/>

Code	Description
5712-16 & 7217-01	Furniture-Dealers-Retail / Upholstery Cleaners ( <b>SIC</b> )
442110 & 561740	Furniture Stores / Carpet & Upholstery Cleaners Services ( <b>NAICS</b> )

- **Serrano's Furniture** has 7 Location with 4 Employees. Total annual revenue of ~\$800,000 each store.

- The Names & Titles of Key Executives at **Serrano's Furniture** include:

Name	Executive Title	Gender	Executive Ethnicity
Elias Serrano	Owner	Male	Hispanic

- Most of **Serrano's Furniture** annual expenses consist of Payroll & Benefits (\$100,000 to \$250,000) and Rent & Leasing (\$100,000 to

\$250,000). And to a lesser extent, Advertising (\$20,000 to \$50,000), Insurance (\$2,500 to \$5,000) and Contract Labor (\$1,000 to \$10,000).

- Based on **Serrano's Furniture's** Credit and Payment Summary the company is a MEDIUM RISK level to lenders
- **Serrano's Furniture** has no legal proceedings on file.
- Experian IntelliScore: is 22 & their Experian Business ID#: 928972369.

Also, the company has no history of late payments.

#### **Google:**

- **Serrano's Furniture** sells dining sets, bedroom sets, living room sets, mattresses, and children furniture throughout Kern County.

#### **Social Media:**

- **Serrano's Furniture** has 1, 497 Facebook followers and is active on the platform posting frequently.
- **Serrano's Furniture** Facebook's social feed is exclusively images of furniture sets and sales ongoing with no variation.
- **Serrano's Furniture** Instagram's social feed is exclusively images of furniture sets and sales ongoing with no comments. 61 people are following them.
- **Serrano's Furniture** Yelp's customer reviews is at '1 star'. They do not have many reviews, however, the few people who reviewed state their customer service is not good at all.
- No Twitter or LinkedIn.

## 2. Emmanuel's Furniture-Ceramics

1030 Main St Delano, CA

Phone 661)721-8483

Website: N/A

Code	Description
5945-14	Ceramic Products-Decorative <b>(SIC)</b>
451120	Hobby, Toy, & Game Stores <b>(NAICS)</b>

- **Emmanuel's Furniture-Ceramics** has 1 Location with 5

Employees. Total annual revenues of ~\$700,000.

- The Names & Titles of Key Executives at **Emmanuel's**

**Furniture-Ceramics** include:

Name	Executive Title	Gender	Executive Ethnicity
Patricia Perez	Owner	Female	Hispanic

- **Emmanuel's Furniture-Ceramics** expenses consist of Payroll & Benefits (Less than \$100,000) and Rent & Leasing (Less than \$10,000). Advertising (\$10,000 to \$20,000), Insurance (\$2,500 to \$5,000) and Utilities (Less than \$2,000).
- Based on **Emmanuel's Furniture-Ceramics** Credit and Payment Summary the company is a MEDIUM RISK level to lenders.
- **Emmanuel's Furniture-Ceramics** has no legal proceedings on file.

- Experian IntelliScore: is 22 & their Experian Business ID#: 814148707. The company has no history of late payments.

**Google:**

- **Emmanuel's Furniture-Ceramics** sells dining sets, bedroom sets, living room sets, mattresses, and children furniture throughout Kern County.

**Social Media:**

- **Emmanuel's Furniture-Ceramics** has 566 Facebook followers and is active on the platform posting frequently.
- **Emmanuel's Furniture-Ceramics** Facebook's social feed is exclusively images of furniture sets and sales ongoing with no variation.
- **Emmanuel's Furniture-Ceramics** Instagram's social feed is exclusively images of furniture sets and sales ongoing with no comments. 422 people are following them.
- **Emmanuel's Furniture-Ceramics** Yelp's customer reviews is '5 stars'. They do not have many reviews, however, the 3 people who reviewed recommend this place highly.
- No Twitter or LinkedIn.