



Tower Supply Co.

Tower Supply Company LLC.

Business Plan

Elyus Abker and Mateo Diaz
Founders
2018

ENTR 5155-01
Group 7
Brian Cuahuizo
Marla Peraza
Xingru Wu

1.1 Business Summary

Tower Supply Company is a new supplier ^{of} telecommunications-infrastructure products. The company was formed for the purpose of selling and distributing wireless communications products. Over the course of its existence, Tower Supply Co. has evolved and now sells to local contractors. It is owned and operated by Elyus Abker and Mateo Diaz; who founded the company in 2018 and are currently in good standing. Abker and Diaz are looking to expand their business by opening a new location in Henderson, Nevada. *By...?*

Tower Supply Co. is currently located in Lake Elsinore, Southern California. Their location conveniently locates them between the two major counties of San Diego and Los Angeles. This location allows Tower Supply CO. to have a greater advantage over other suppliers because they are able to deliver at a faster speed. The warehouse leased to conduct business consists of 2900 square feet, allowing for adequate space to conduct the daily operations as needed. They also own a company van which helps with local deliveries.

1.2 Services / Products

Tower Supply sells a diverse wireless product line at competitive pricing. Their customers can count on them to provide the highest quality and most reliable products with the fastest delivery times available. The company's differentiators include: same day local delivery, competitor's price matching, volume discount and early payment discounts.

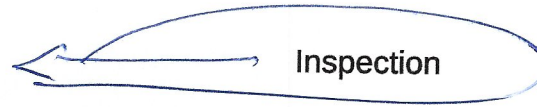
Their electrical, US-manufactured, products are Restriction of Hazardous Substances (RoHS) Compliant. RoHS compliant electronic products are produced with restricted amounts of specific hazardous materials. The products are also certified with (UL) *→* Underwriters Laboratories, which is a third party Company that sets safety standards on all new products and ensures they are up to standards throughout the life of the product.

Other products receive quality check inspections that include strength tests and durability in outdoor environments. Products are also properly labeled to include the country of origin and the California Prop 65 warning. Prop 65 warns customers about certain cancer causing chemicals.

Products categories include

- Cable Support Accessories
- Coaxial Cable & Building Wire
- Bonding, Grounding & Isolation
- Stainless Steel Hardware
- Strut/Pipe & Accessories
- Tape & Weatherproofing
- Vendor Managed Inventory VMI
- Custom Packaging Per Contract Specifications

- In-House Quality Control &



1.3 Competitors

According to the ESRI Business Analyst, the counties of San Bernardino & Riverside have 41 businesses competitors for the Wiring Device Manufacturing and Electrical Equipment Wholesaling industries. *List The top 3 NEAR them*

Sales for these companies range from \$1,350,000 to \$31,900,000. Tower Supply stays competitive because it offers a greater complement of products and services that make it a truly one-stop shop for Telecommunication infrastructure products.

See Appendix C and Appendix D for the ^{list} list of competitors in the Riverside and San Bernardino Counties.

1.4 Operations

Regulations-Operations

Tower Supply is required to comply with various rules and regulations among several local, state, and federal agencies. Locally, the company is required to maintain its business license and comply with local regulations and city codes. From a State level, the company is required to comply with all State laws concerning employment law, corporate law. From a Federal level, the company is required to comply with additional consumer product laws, taxation, etc.

Tower Supply Company accounting policy follows generally accepted accounting principles. Tower Supply Company financials are turned over to the CPA on a quarterly basis. Tower Supply Company uses Quick Books for its accounting software; The fiscal year is based on year-end. Financial reporting methods include monthly, quarterly, and annual statements. An annual audit is to be performed by the firm's CPA firm in February.

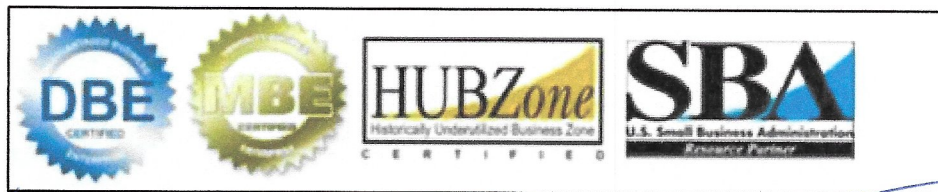
Tower Supply Company carries insurance for business liability and automobile. Additional insurance programs such as worker's compensation will most likely be consummated by the close of the third quarter of 2020.

In 2021, there are plans to hire a consultant to achieve a voluntary Quality Management System to become ISO 9001 certified. Although, it's not mandatory Tower Supply feels this can be beneficial to meet the needs of current and future customers.

Certifications

Tower Supply is certified with the following Federal, State and Local/Municipality agencies:

Federal	State	Local/Municipality
<ul style="list-style-type: none"> SDB-Small Disadvantaged (SAM) HUBZone (SBA) 	<ul style="list-style-type: none"> DBE Disadvantaged (Metro/Caltrans-DOT) SBE-Small Business (Metro) SB/PW Small Business (Dept. of General Services) 	<ul style="list-style-type: none"> MBE Utilities (Supplier Clearing House) SB-MWD (Metropolitan Water District)



Their NAICS and SIC codes are as follow:

state

applicable

~~NAICS & SIC CODES~~ *Remove.*

- | | |
|--|--|
| <ul style="list-style-type: none"> 334220 <i>(Description)</i> 335929 <i>(Description)</i> | <ul style="list-style-type: none"> 423710 <i>(Description)</i> 3663 <i>(Description)</i> |
|--|--|

2.1 Organization Plan

Vision

At Tower Supply our vision is to be the supplier of choice.

Mission

Our mission is to provide quality products at competitive prices, while providing integrity driven services and on time deliveries.

Management

Tower Supply Co. is owned and operated by Elyus Abker and Mateo Diaz. Tower Supply Company's critical success factors in order to stay ahead of the evolving telecommunication industry, include:

- Funding
- Marketing
- Quality
- Sales
- Good management
- Aggressive branding
- Increasing reach
- Being specific to the needs of the industry
- Competitive Intelligence
- Timing
- Remaining dynamic

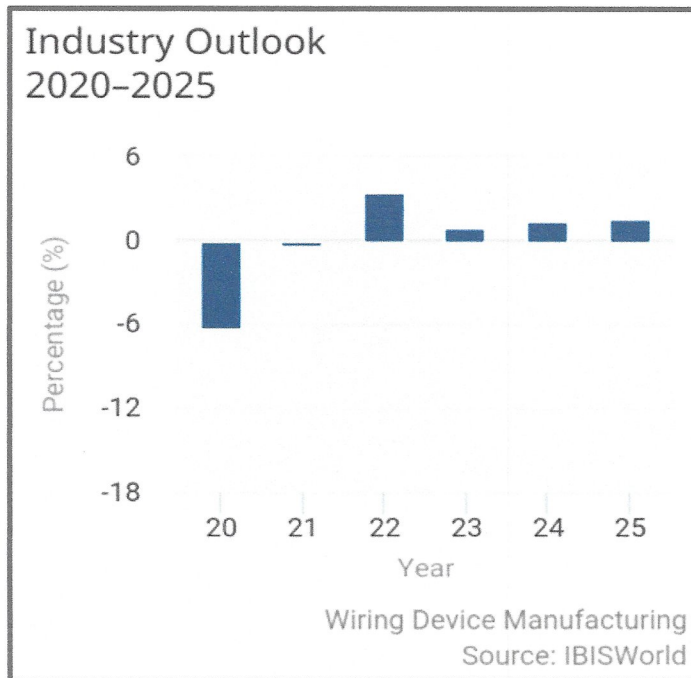
Capitalize each one

Tower Supply Company critical success factors will be to respond quickly to technology changes/be there early, provide high-quality materials, continue to invest time and money in marketing and advertising, continue to expand into new markets, and stay ahead of the "technology curve." Tower Supply Company has a combined total of over 15 years' experience in the Telecommunications industry. *Explain more for each owner*

new proposed

3.1 Industry Analysis

In the year 2020, no one foresaw the impact that COVID-19 would have on the world. During this time the industry did have a negative outlook for the year. As you can see with the Industry Outlook by IBISWorld, the industry is expected to grow. The industry is also expected to witness considerable future growth with the fifth-generation mobile networks (5G) upgrades.



4.1 Marketing Strategy

Tower Supply Company developed its sales and marketing strategy by analyzing its own internal strengths and then analyzing current market conditions. This process helped Tower Supply Company create its marketing and sales strategy to leverage its competitive advantages with a unique marketing strategy, thus establishing it as one of the leading suppliers for Southern California.

The overall marketing plan for Tower Supply Company's' service is based on the following fundamentals:

- The segment of the market(s) planned to reach.
- Distribution channels planned to be used to reach market segments:
Warehouses and sales representatives.
- Educate future employees and customers about our products.
- Substantially increase sales over 2019 levels.
- Position the company as one of the top suppliers to the industry.
- Make a major branding effort emphasizing Tower Supply Company name and array of products.
- Create new digital collateral marketing materials (Catalogs, Constant Contact).
- Media placements including social media, Internet and banner advertising.

no punctuation needed in Bullets

The Red Sea Strategy

The other important aspect that the Tower Supply Co. will have to consider is the aspect of the Red Sea strategy as its other important part in marketing its commodities. The above strategy entails or involves competing with the other organizations in the industry that are currently existing in the industry. In this strategy, the two key goals that this company will be aiming to achieve include beating the rigorous competition and also exploit the prevailing demand. In this case, the company will have to look at what the other companies in the same industry are doing and then trying to act in a way that will ensure that it gains a competitive advantage ahead of the other organizations and this will be the important ways that this corporation will beat the rigorous competition in the market. The firm will also have to consider the prevailing demand especially where it is high and supply as much goods and services as it might be so that the demand might be met.

The important examples that Tower Supply Co. might employ include making value-cost-based trade-off. For instance, the organization will be involved in providing goods and services that are of great value so that they will be highly demanded by the consumers who will tend to consume more and this is an important way of beating the competition and making sure that the demand has been met. The other important way of engaging in this strategy would entail aligning all the systems of the activities that the company will engage in with the strategic choices of differentiation or even engaging in low-cost production. The above activities are important in the sense that production cost will be low and this will be important in ensuring generation of large revenues that would be invested back to enhance more and quality production and this becomes a competitive strategy.

The Blue Sea Strategy

↓ state strategy in the sentence

It is also an important strategy that Tower Supply Co. would like to consider and it is worth considering it. The strategy will entail simultaneous pursuing of differentiation and also low-cost operations as essential ways of opening up new market spaces and also creating new and increased demands. The essential activities that the company will be striving to meet include opening new market spaces and by doing so, competition will not be relevant in that the company has newly opened market spaces where it can supply its goods and services. Differentiation is an important way of getting new consumers and opening up new markets and this is a strategy that this company can engage in.

As an example, the firm will look at the products and services that are being offered by its competitors and will try as much as possible to offer well-developed and differentiated commodities that will be highly-consumed by the consumers and this can also attract new markets where the company might expand to and minimize the level of competition that might have been concentrated in a given area. Alignment of the activities is also important as an essential way of making sure that they are all aimed at achieving the intended goals of the company. Therefore, the two marketing strategies are essential to be considered by Tower Supply Co. since they have a significant impact and benefit when it comes to enable the firm meet its anticipations.

The Questionnaire Survey

The ~~above~~^{survey} questionnaire will aid in acquiring information from the consumers regarding the marketing strategy that the business will embrace, especially the red and blue sea strategy. Specifically, it will consider the price of the commodities and the products themselves, as well as the consumer satisfaction as all of these are essential considerations when choosing a given marketing strategy. The questionnaire will have essential benefits as mentioned below.

- It will aid in making informed and up to date decisions since by acquiring information from the consumers, the firm will make essential decisions such as adjusting its prices and commodities.
- It is also beneficial in maximizing the potential of the involved business.
- Enables the company to understand the current and prospective consumers, their needs and even the internal problems with the consumers.
- It will also aid in creating essential customer relationships in that after addressing the issues in the questionnaire survey, the consumers will be highly satisfied and an essential relationship will be established.
- It also aids in improving customer service and this will enhance the productivity of the company.

Pricing Strategy

Tower Supply Company prices are competitive and affordable for businesses. The company has also established tier pricing for customers, Bulk purchasing discounts and price matching. Tower Supply Company manufactures 80% of its products overseas which enables the company to reduce its cost of goods sold, increase revenue, and pass on the savings to businesses and consumers.

Marketing Programs

Advertising programs include direct response advertising, relationship building, direct sales efforts. Tower Supply Company will continually inform businesses and consumers through digital collateral marketing and social media about products and new services. As an extra incentive for customers and potential customers to remember Tower Supply Company name, the company sponsors events and distributes advertising apparel with the company logo. This will be an ongoing program for the company, when appropriate and where it is identified as beneficial. The objective of incentives is to portray Tower Supply Company goals and products as an attractive functionality. It is also to show customers our appreciation.

Meir

3rd person

Competitive Edge

Activities contributing to company success include identifying emerging trends and integrate them into Tower Supply Company operations, respond quickly to technology changes/be there early, provide high-quality materials, continue to invest time and money in marketing and advertising, continue to expand into new markets, and stay ahead of the "wave."

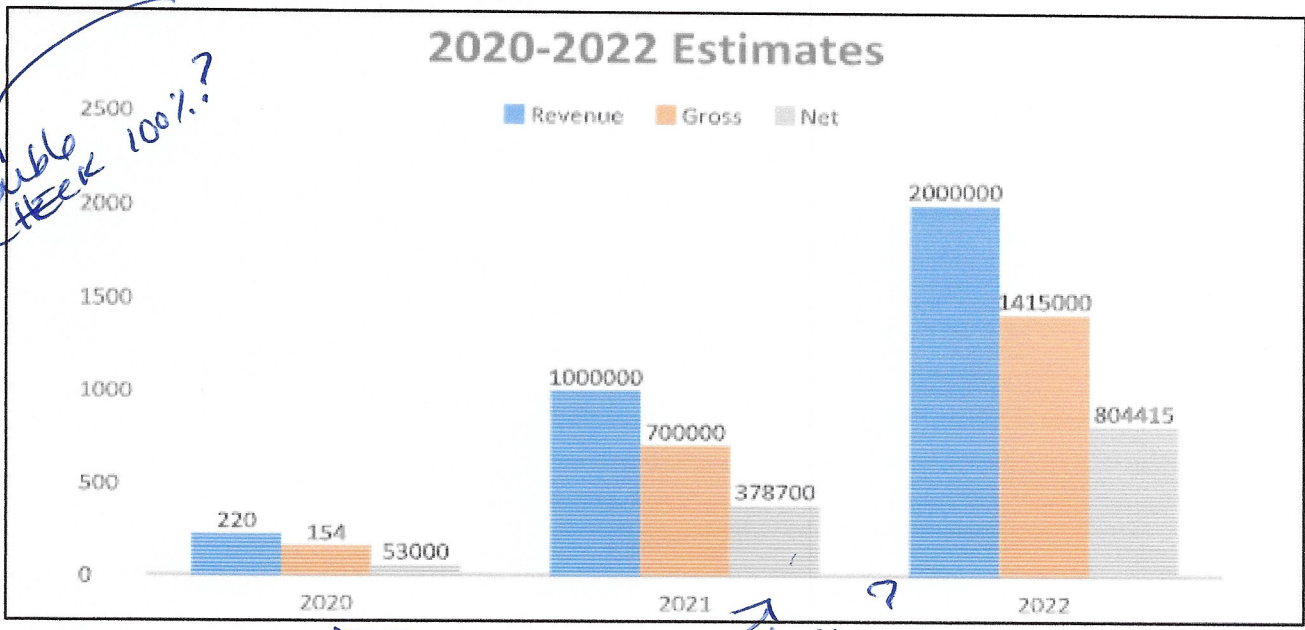
Our future is highly dependent upon measuring resources we need in order to execute our plans and be competitive. Our method to be successful is estimating our own company growth, sales, and cash flows. Our resources are also measured in terms of people, equipment and financials. Resources are available as needed to meet the industry demand. In general, our strengths include business management, knowledge of the telecommunications industry and hands on experience in the industry.

talk about the 2nd location goal -

4.2 Sales Forecast

The following table and chart illustrates the projected sales forecast of 2020 through 2022. Prior to the virus we had estimated a growth of 100% in 2020 but it drastically affected our sales, but we still plan on a 100% gain per year after 2020.

Double check 100%?



huge jump?

If 100% is correct, talk about why this is expected.



Compress table. Too spaced out

	2020	2021	2022
TOTAL SALES	\$220,000	\$1,029,184.00	2,058,368
COGS	\$77,000	\$300,000	\$585,000
California Sales	\$220,000	\$500,000	\$875,000
Nevada Sales	\$0	\$500,000	\$875,000
Idaho Sales	\$0	\$0	\$200,000

4.4 Personnel Plan

Factors determining future staffing include growth, demand on existing resources, future capabilities needed, and budgeting. In the future, Tower Supply Company will require a management team.

* compress table / too spaced out.

PERSONNEL PLAN			
	2020 (JUL-DEC)	2021	2022
CA Location Manager	\$0	\$54,080	\$56,784

CA Warehouse Staff	\$40,560	\$40,560	42,588
NV Location Manager	\$0	\$54,080	\$56,784
NV Warehouse Staff	\$0	40,560	42,588
ID Location Manager	\$0	\$0	\$56,784
ID Warehouse Staff	\$0	\$0	42,588
TOTAL PEOPLE	2	4	6
Total Payroll	\$40,560	\$189,280	\$298,116

5.1 Financial-~~Start Up~~ Capital Needed:-

It is estimated that Tower Supply Company will have strong profits based on \$2 million in sales by Year 2022. Tower Supply Company is currently seeking funding in the amount of \$250,000 as a long-term loan for the purpose of opening additional locations, hiring staff, marketing, and advertising.

- Add pg 11 Use of funds section here

5.2 Ways To Coupe Funds

Tower supply company is seeking an investment of \$250,000 - \$300,000 The following options are alternative ways to coupe some capital to help expand the company and help with expenses.

1. SBA Loans

Leave BP out of annual only leave in ppt

- or loan

SBA works with lenders to provide loans to small businesses. The agency doesn't lend money directly to small business owners. Instead, it sets guidelines for loans made by its partnering lenders, community development organizations, and micro-lending institutions. The SBA reduces risk for lenders and makes it easier for them to access capital. That makes it easier for minority businesses to get loans. The Benefits of SBA loans is that it comes with guaranteed unique benefits. Some loans come with continued support to help you expand and run your business. Lower down payments, flexible overhead requirements, and no collateral needed for some loans. Loans guaranteed by the SBA range from small to large and can be used for most business purposes, including long-term fixed assets and operating capital. Some loan programs set restrictions on how you can use the funds. Lenders and loan programs have unique eligibility requirements. In general, eligibility is based on what a business does to receive its income, the character of its ownership, and where the business operates. ~~The down side of it is the business cannot get funds from any other financial lender.~~

2. SBIC's

An SBIC is a privately owned company that's licensed and regulated by the SBA. SBICs invest in small minority businesses in the form of debt and equity. The SBA doesn't invest directly into small businesses, but it does provide funding to qualified SBICs with expertise in certain sectors or industries. Those SBICs then use their private funds, along with SBA-guaranteed funding, to invest in small businesses. Private investors participate as limited partners and invest funds. While SBA matches the investors funds \$2 to \$1 which creates small business investments. A typical SBIC loan ranges from \$250,000 to \$10 million, with an interest rate between 9% and 16%. The downside is SBICs will invest in your business in exchange for a share of ownership in your company. SBICs typically target mature, profitable businesses with sufficient cash flow to pay interest. Here are a couple of investors who are likely investing at the moment.

- *Dennis M. Leary from Champlain Capital Partners III, L.P. One Post Street, Suite 925 San Francisco, CA 94104 (415) 281-4181*
- *Frank Mora Crespo from HCAP Partners IV, L.P. 3636 Nobel Drive, Suite 401 San Diego, CA 92122. (858)259-7654*

Move to pg 10 ↓

Use of Funds

Tower Supply Company is currently seeking funding in the amount of \$250,000 for the purpose of opening additional locations, inventory, hiring staff, marketing and advertising. Use and distribution of proceeds: Expand into other markets, further build the brand name through marketing, advertising, and promotion; and acquire new products to add to our inventory. Funds will also be directed into business relations, internet advertising, print advertising, and social media advertising. The initial investment will be used for our new

location in the Las Vegas Market and inventory for that location. It is expected that by 2022 the company will self-finance all future new locations.

USE OF FUNDS	
Use	Amount
New location Start up (Yearly Cost)	\$50,000
Marketing & Advertising	\$15,000
Payroll	\$80,000
Inventory	\$100,000
Miscellaneous	\$5,000
Total	\$250,000

Compress table

5.3 Financial Projections

Financial projections are based on sales volume at the levels described in the revenue section and presents, to the best of management's knowledge and belief, the company's expected assets, liabilities, capital, revenues, and expenses. Further, the projections reflect management's judgement of the expected conditions and its expected course of action given the hypothetical assumptions.

3rd year

Annual Growth: We expect growth to increase by 100% per year on the basis that the company will be stepping up marketing and sales efforts, as well as initiating new partnerships with. These strategies are aimed to build momentum and critical mass within the company and its overall sales results.

Cost of Goods: Tower Supply Company expects that its products will bear a reasonably high markup, which translates to a relatively low cost of goods. Our cost of goods includes consideration cost of products, shipping charges and Tariff charges.

Marketing/Promotion: We group advertising, promotions, and retail outlet marketing under this category.

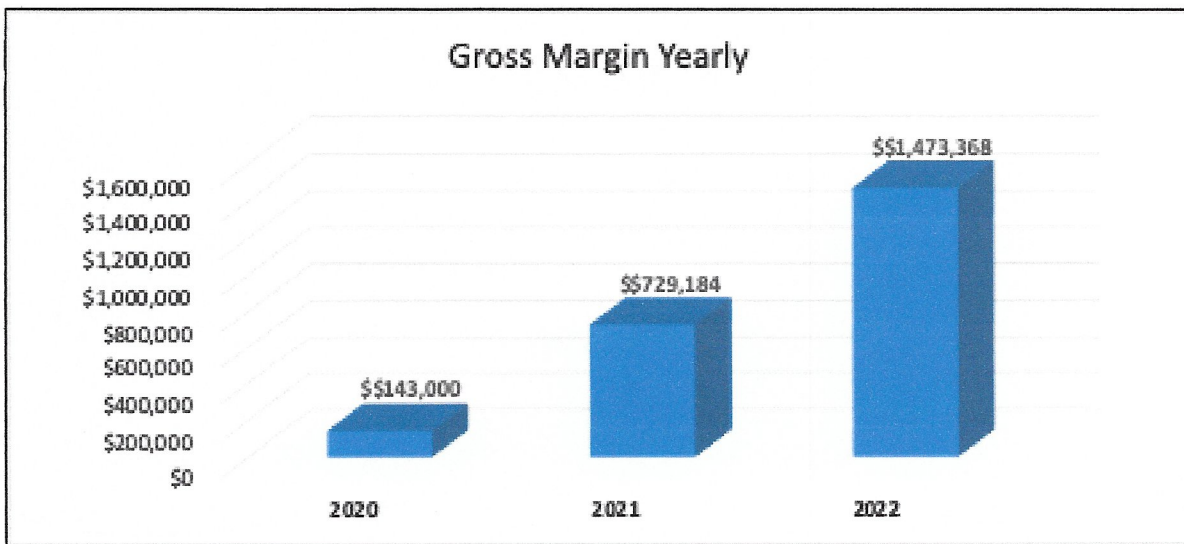
New Locations: We estimate that each new location will cost \$250,000 to open up and we anticipate opening 2 location by 2022

Other: We estimate that we may need additional funds for other promotions, and this is set aside in a special fund.

Rent: It is assumed that rent will be an average \$2500 per month per store.

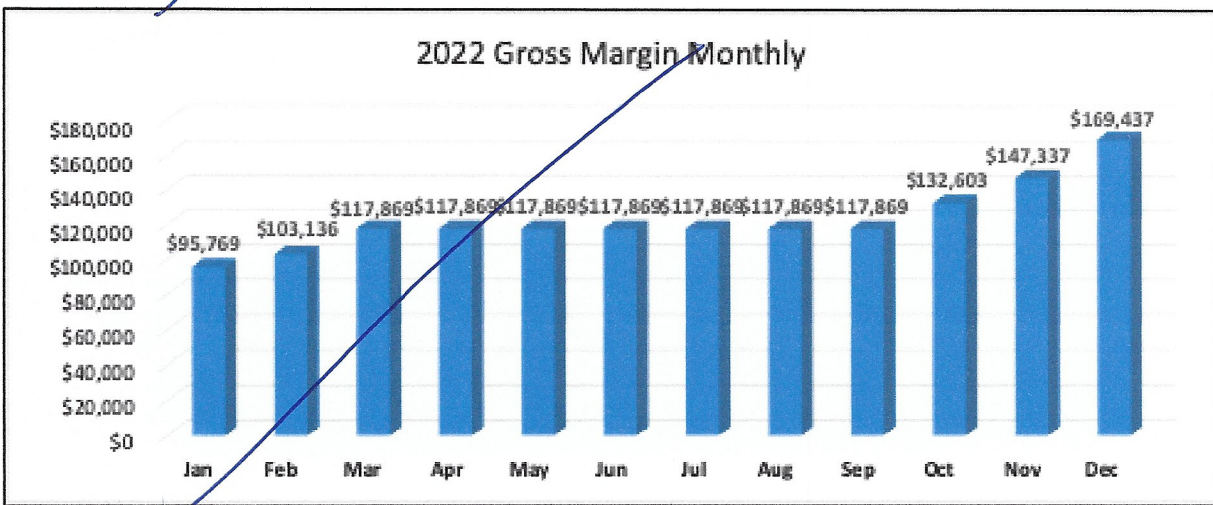
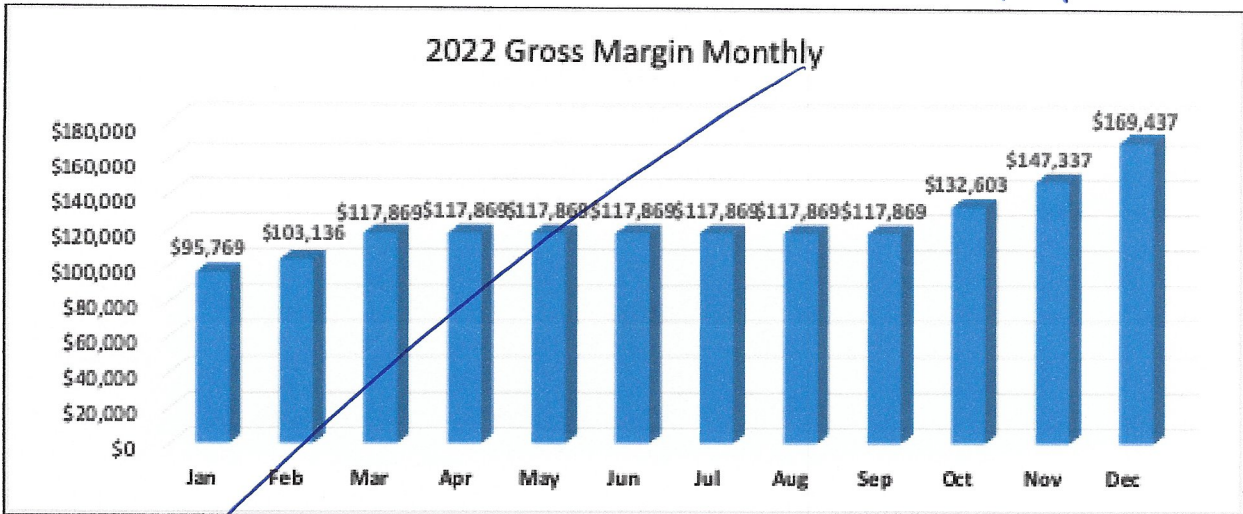
Salary: Figures are estimated based on the national average for similar positions. They assume however, the hiring of a store manager and warehouse staff Per location by 2022.

Utilities: Figures are estimated. Management estimates that utilities will be at \$500 per month per store.



is it 1 or 2 locations? Prior Read stated 1 location in Vegas

Leave out of BP, But talk about it in ppt.



compress table

Profit and Loss	Jan - Dec 2020		Jan - Dec 2021	% of Income	Jan - Dec 2022	
	Total	% of Income			Total	% of Income
Income						
Sales	514,592.00	100.00%	1,029,184.00	100.00%	2,058,368.00	100.00%
Total Income	\$ 514,592.00	100.00%	\$ 1,029,184.00	100.00%	\$ 2,058,368.00	100.00%
Cost of Goods Sold						

How many stores?

Cost of Goods Sold	150,000.00	29.15%	300,000.00	29.15 %	585,000.00	28.42%
Total Cost of Goods Sold	\$ 150,000.00	29.15%	\$ 300,000.00	29.15 %	\$ 585,000.00	28.42%
Gross Profit	\$ 364,592.00	70.85%	\$ 729,184.00	70.85 %	\$ 1,473,368.00	71.58%
Expenses						
Advertising & Marketing	14,681.94	2.85%	19,575.92	1.90 %	29,363.88	1.43%
Bank Charges & Fees	3,755.09	0.73%	5,006.78	0.49 %	7,510.17	0.36%
Car & Truck	10,522.32	2.04%	14,029.76	1.36 %	21,044.64	1.02%
Equipment Rental	405.35	0.08%	540.46	0.05 %	810.69	0.04%
Insurance	2,338.94	0.45%	2,338.94	0.23 %	3,508.41	0.17%
Legal & Professional Services	2,118.00	0.41%	2,118.00	0.21 %	3,177.00	0.15%
Meals & Entertainment	5,953.88	1.16%	7,938.50	0.77 %	11,907.75	0.58%
Office Supplies & Software	21,816.30	4.24%	21,816.30	2.12 %	32,724.45	1.59%
Other Business Expenses	2,438.48	0.47%	2,438.48	0.24 %	3,657.72	0.18%
Rent & Lease	52,745.00	10.25%	77,000.00	7.48 %	96,250.00	4.68%
Repair & Maintenance	8,276.15	1.61%	11,034.86	1.07 %	16,552.29	0.80%
Repairs & Maintenance	681.42	0.13%	681.42	0.07 %	1,022.13	0.05%
Service	786.00	0.15%	786.00	0.08 %	1,179.00	0.06%
Shipping Expense	12,363.78	2.40%	16,485.04	1.60 %	24,727.56	1.20%

Supplies & Materials	4,538.98	0.88%	4,538.98	0.44%	6,808.47	0.33%
Taxes & Licenses	37,145.88	7.22%	37,145.88	3.61%	55,718.82	2.71%
Travel	1,251.80	0.24%	1,251.80	0.12%	1,877.70	0.09%
Uncategorized Expense	40,560.00	7.88%	86,528.00	8.41%	277,680.00	13.49%
Utilities	4,825.26	0.94%	6,433.68	0.63%	9,650.52	0.47%
Total Expenses	\$ 227,204.55	44.15%	\$ 317,688.80	30.87%	\$ 605,171.20	29.40%
Net Operating Income	\$ 137,387.45	26.70%	\$ 411,495.20	39.98%	\$ 868,196.80	42.18%
Discount Expense	2,500.00	0.49%	3,609.00	0.35%	5,413.00	0.26%
Total Other Expenses	\$ 2,500.00	0.49%	\$ 3,609.00	0.35%	\$ 5,413.00	0.26%
Net Other Income	- \$ 2,500.00	-0.49%	\$ 3,609.00	0.35%	\$ 5,413.00	-0.26%
Net Income	\$ 134,887.45	26.21%	\$ 407,886.20	39.63%	\$ 862,783.80	41.92%

5.4 Projected Balance Sheet

The following table is the projected balance sheet.

Are these actual figures for 2020? If not, how are they?

Accounts	2020	2021	2022
ASSETS	Total	Total	Total

Checking Account	24,059.00	71,953.00	152,838.00
Total Bank Accounts	24,059.00	71,953.00	152,838.00
Accounts Receivable	131,220.00	262,441.00	524,883.00
Total Accounts Receivable	131,220.00	262,441.00	524,883.00
Inventory Asset	247,000.00	330,000.00	495,000.00
Total Other Current Assets	247,000.00	330,000.00	495,000.00
Total Current Assets	402,279.00	664,394.00	1,172,721.00
TOTAL ASSETS	402,279.00	664,394.00	1,172,721.00
LIABILITIES AND EQUITY			
Liabilities			
Total Accounts Payable	5,000.00	15,000.00	25,000.00
Credit Cards			
Credit Card 1	6,000.00	10,000.00	12,500.00
Credit Card 2	4,000.00	10,000.00	12,500.00
Total Credit Cards	10,000.00	20,000.00	25,000.00
Other Current Liabilities			
CA Tax and Fee Payable	28,000.00	40,000.00	80,000.00
Idaho Tax and Fee Payable			12,000.00

Nevada Tax and Fee Payable	12,000.00	40,000.00	80,000.00
Total Other Current Liabilities	40,000.00	80,000.00	172,000.00
Total Current Liabilities	45,000.00	115,000.00	222,000.00
Long-Term Liabilities	300,000.00	250,000.00	100,000.00
Personal Loan	0.00	0.00	0.00
Total Long-Term Liabilities	0.00	0.00	0.00
Total Liabilities	45,000.00	115,000.00	222,000.00
Equity			
Opening Balance Equity	-19,975.00	-19,975.00	-19,975.00
Owner's Investment	0.00	0.00	0.00
Owner's Pay & Personal Expenses	-52,000.00	-104,000.00	-208,000.00
Retained Earnings/ Savings	43,740.00	87,480.00	174,961.00
Net Income	120,295.00	378,702.00	804,415.00
Total Equity	92,060.00	342,207.00	751,401.00
TOTAL LIABILITIES AND EQUITY	137,060.00	457,207.00	973,401.00

Back Up Plan

explains more

The total cost projected is estimated to be \$ 35,000.00. These are the details of the project:

Henderson, Nevada New Site Lease

\$ _____

*See Appendix A for Break Down

Site Merchandise and other Necessary Equipment

\$ _____

*See Appendix B for Break Down

Appendix A

?

2012

Appendix B

A handwritten signature in blue ink, rotated 90 degrees counter-clockwise. The signature is highly stylized and cursive, appearing to consist of several overlapping loops and lines. It is positioned in the center-left area of the page.

Appendix C

Business Name	Address	City	State	ZIP	NAICS-Based Code	SIC Code	Number of Employees	Sales Volume
A 2 Z Electronics Inc	E Parkridge Ave	Corona	California	92879	42361021	506330	4	\$3,654,000
Access Electric Supply Inc	Old 215 Frontage Rd	Moreno Valley	California	92553	42361021	506330	5	\$4,568,000
Anixter Inc	Railroad St	Corona	California	92880	42361021	506330	20	\$18,270,000
B&k Electric Wholesale	Arrow Rte	Rancho Cucamonga	California	91730	42361021	506330	5	\$4,614,000
Circomp Electronics Inc	Lemon Grove Dr	Rancho Cucamonga	California	91730	42361021	506330	5	\$4,614,000
City Electric Supply	Princeland Ct	Corona	California	92879	42361021	506330	10	\$9,135,000
Consolidated Electrical Distr	Production Pl	Victorville	California	92395	42361021	506330	7	\$6,459,000
Consolidated Electrical Distr	Joni Dr	Palm Desert	California	92260	42361021	506330	15	\$13,703,000
Consolidated Electrical Distr	Civic Center Dr	Rancho Cucamonga	California	91730	42361021	506330	5	\$4,614,000
Consolidated Electrical Distr	Rio Nedo	Temecula	California	92590	42361021	506330	5	\$4,568,000
Desert Electric Supply	Velie Way	Palm Desert	California	92260	42361021	506330	35	\$31,973,000
E-dustry Inc	E Locust St	Ontario	California	91761	42361021	506330	4	\$3,691,000
Ede Electrical Distribution	E Airport Dr	San Bernardino	California	92408	42361021	506330	4	\$3,691,000
Fanlight Inc	S Grove Ave	Ontario	California	91761	42361021	506330	5	\$4,614,000
Graybar Electric Co	Po Box 750	San Bernardino	California	92402	42361021	506330	23	\$21,222,000
Graybar Electric Supply	S H St	San Bernardino	California	92410	42361021	506330	3	\$2,768,000
Independent Electric Supply	Winchester Rd	Temecula	California	92590	42361021	506330	10	\$9,135,000
Kirk Sommer Sales Inc	Plum Ln	Redlands	California	92374	42361021	506330	7	\$6,459,000
M & M Circuit Breakers	6th St	Rancho Cucamonga	California	91730	42361021	506330	3	\$2,768,000
Magtrol West Inc	Eastend Ave	Chino	California	91710	42361021	506330	5	\$4,614,000
Main Electric Supply	Main St	Riverside	California	92501	42361021	506330	30	\$27,405,000

Source: ESRI Business Analyst

Appendix D

Main Electrical Supply Co	Charles Smith Ave	Rancho Cucamonga	California	91730	42361021	506330	5	\$4,614,000
Manor Electric Supply Corp	N Claremont Blvd	Claremont	California	91711	42361021	506330	6	\$6,241,000
Mission Electric Supply Inc	Felix Valdez Ave	Temecula	California	92590	42361021	506330	10	\$9,135,000
Myers Power Products Inc	E Philadelphia St	Ontario	California	91761	42361021	506330	5	\$0
Myers Power Products Inc	E Harrison St	Corona	California	92879	42361021	506330	10	\$9,135,000
Owen Electric	Archibald Ave	Rancho Cucamonga	California	91730	42361021	506330	4	\$3,691,000
Pacific Parts & Control Inc	Prescott Ct	Chino	California	91710	42361021	506330	13	\$11,995,000
Performance Utility Supply	Lester Cir	Corona	California	92883	42361021	506330	10	\$9,135,000
Phantom Tool & Die	Us Highway 18	Apple Valley	California	92307	33593102	364301	8	\$1,355,000
Pomona Wholesale Electric	S Reservoir St	Pomona	California	91766	42361021	506330	10	\$10,401,000
Pool & Electrical Supply Inc	E 6th St	Corona	California	92879	42361021	506330	30	\$27,405,000
Rancho Distribution & Control	Crescent Center Dr	Rancho Cucamonga	California	91730	42361021	506330	3	\$2,768,000
Rogers Equipment Sales	Hemlock Ave	Fontana	California	92337	42361021	506330	2	\$1,846,000
Royal Industrial Solutions	Russell St	Riverside	California	92501	42361021	506330	30	\$27,405,000
Smart Electrical Supply Inc	Norton Ave	Chino	California	91710	42361021	506330	5	\$4,614,000
Temecula Electrical Supply	Avenida Alvarado	Temecula	California	92590	42361021	506330	5	\$4,568,000
Underground Electric Supply	State St	Montclair	California	91763	42361021	506330	6	\$5,536,000
Underground Sales	7th St	Rancho Cucamonga	California	91730	42361021	506330	5	\$4,614,000
Walters Wholesale	Edison Ct	Rancho Cucamonga	California	91730	42361021	506330	14	\$12,918,000
Walters Wholesale Electric	Deiningner Cir	Corona	California	92880	42361021	506330	12	\$10,962,000

Source: ESRI Business Analyst