**Qbedding Business Snapshot**

**Group 3**

**Client Name:**

The Client we chose to do for our final project on is the bedding company called Qbedding.

**Locations of Business & HQ:**

There are currently 4 locations. There is 1 store in California, 2 stores in New York, and 1 in Edison, New Jersey. The Qbedding designated headquarters is their location in Queens, New York. The New Jersey store is our main priority as Qbedding wants us to come up with techniques and strategies to help market for this region.

**Year Of Establishment:**

February of 2008

**Owner/Key Employees**:

President: Jerry Qu

Operation Department: Chanceline Hyman-Stewart

E-Commerce Department: Manuel Ng

Accounting Department: Celeste Liu [celesteliu@qbedding.com](mailto:celesteliu@qbedding.com)

(Celeste suggested she will be our main line of communication with the company)

Operation Department: Randa Zhen

**Number of Employees:**

They have 11 full time employees and 3 part time employees.

**Key Point of Contact:**

Ryan Pollack, [rep127@scarletmail.rutgers.edu](mailto:rep127@scarletmail.rutgers.edu)

**Annual Revenue:**

From January 1st, 2021 to September 1st, 2021, the company generated $2,138,825.75 in total sales revenue. After deducting their expenses, they have an operating income of $121,512.09 for the first 8 months of 2021. Also of note that roughly 20% of their sales come from online while the 80% bulk comes from their established stores.

**Brief Business Description:**

QBedding is a minority-owned company that deals with a variety of bedding supplies and accessories. They sell goods such as sheets, bedspreads, comforters, duvets, blankets, pillows, curtains, as well as bedding sets for babies. They sell their products through their 4 retail stores, their online website of QBedding.com, and Amazon.com. They also provide a mix-and-match type bedding selection that is not typically found with large retailer companies. They stated that they consider their primary target audience to be females ranging in the mid 20s to mid 30s. The company is also very proud to have a strong base among the Asian-American community.

**Objective of Project:**

For our group, we are focused on the paid media part of their advertising. They have an overall marketing budget of $30k-$40k so we will first need to discuss with the other groups how to divide that budget up. We are focusing on helping grow their business through paid media for their 2022 campaign in the Edison, NJ area, which is the first place they have opened up since 2013. When speaking with them, they stated one of their main focuses was to open their customer market into a more diverse set of audience, with the goal of building upon their primary base of the Asian-American community. With that in mind, we’ll be seeking various avenues both physically and in the online space with the goal of wisely and efficiently spending money to promote and expand their business to a newer audience.