

MIRA INFORM REPORT

Report No. :	517190
Report Date :	29.06.2018

IDENTIFICATION DETAILS

Name :	E & E CO., LTD.
Registered Office :	45875 Northport Loop East Fremont CA 94538
Country :	United States
Date of Incorporation :	26.07.1994
Legal Form :	Domestic Stock
Line of Business :	Subject designs, manufactures, and supplies home furnishings.
No. of Employees :	380

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Slow but Correct
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
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United States	A1	A1
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Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

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UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program (TARP) in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016, through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

In December 2012, the Federal Reserve Board (Fed) announced plans to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA

STATUTORY INFORMATION

Legal Name	E & E CO., LTD.
Trade Name	E & E CO., LTD.
ID	ID
ID Details	C1834856
Creation Date	1994
Incorporation Date	07/26/1994
Legal Address	45875 NORTHPORT LOOP EAST FREMONT CA 94538, USA
Operative Address	45875 NORTHPORT LOOP EAST FREMONT CA 94538, USA
Telephone	510-490-9788
Fax	510-490-2804
Legal Form	DOMESTIC STOCK
E-Mail	-
Registered In	CALIFORNIA
Website	www.ee1994.com
Contact	Mr. Edmund Jin - Chief Executive Officer
Staff	380
Activity	SIC Code:5023, Home Furnishings NAICS Code: 423220, Home Furnishing Merchant Wholesalers

BANKS

Name of Bank	Reported Amount
BANK OF AMERICA	

HISTORY

History	The company was founded in 1994 and is based in Fremont, California.
Key Developments	NA
Parent Company	NA

PRINCIPAL ACTIVITY

General Description	E&E Co., Ltd., doing business as JLA Home, Inc., designs, manufactures, and supplies home furnishings.		
Service/Product Description	It offers down alternative and down comforters, mattress pads, fiber beds, bed pillows, down alternatives, down blankets, and throws; bed products that include coverlets, duvets, and quilts; pillowcases and decorative pillows; bedding and accessory products; rugs, towels, laundry hampers, pillow and throw gift sets, travel throws, sleeping bags, bed skirts, pillow shams, sheet sets, huggers, toddler sets, shower curtains, and floor pillows; and pet beds.		
Sales	Wholesale		
Operations Area	National and International		
Imports From	CHINA, INDIA		
Export To	MEXICO, CANADA		
Employees	380 employees		
Payments With Suppliers	Slow but Correct		
Brands			
Brand	Comments		
JLA HOME	-		
JLA ART	-		
JLA HOME FABRICS	-		
Clients			
Name of Client	Country	Comments	
Importadora Amazon Mexico S De R.L. De Cv	MEXICO	-	
Cargo Servicios Profesionales S De RI de Cv	MEXICO	-	
Big Lots Stores Inc	UNITED STATES	-	
Muebles Liz SA De Cv	MEXICO	-	
West Coast Liquidators Inc	CANADA	-	
Comments	-		
Suppliers			
Supplier Name	Country	Comments	

Scm Home (Zhejiang) Co.,Ltd.	CHINA	-
Mughni Collection	INDIA	-
Bonafide Exports	INDIA	-
Hangzhou Yangtse River Delta Textil	CHINA	-
E&E Linen (Hangzhou) Co., Ltd.	CHINA	-
Comments		-

LOCATION

Headquarters	45875 Northport Loop East Fremont, CA 94538 United States
Branches	The company has branches in Wisconsin, Massachusetts, Minnesota, Missouri, Arizona, Texas, Illinois, New York, North Carolina and Georgia. However, no addresses are mentioned in the company's website.

GROUP STRUCTURE AND SUBDIARY COMPANIES

Listed at the stock exchange	NO
Capital	NA
Shareholders (%)	The company does not disclose information on shareholders. We were not able to confirm major holders.
Management	Mr. Edmund Jin - Chief Executive Officer Mr. George Kerr - Executive Vice President Mr. David Jackson - Vice President of Merchandising - New Youth Home Division Mr. Tayo Onadein - Vice President of Design
Subsidiary Companies	No subsidiary companies were found.
Related Companies	CHINA 201 ZHENHUA ROAD,, HANGZHOU, CHINA 310030 JLA HOME PAKISTAN 102-SPEEDY TOWER, DHA PHASE-I, NEAR GOLD MARK PL KARACHI, PAKISTAN

JLA Home-INDIA
MUMBAI, INDIA.

FINANCIAL INFORMATION

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	USD 2017
Estimated Net Assets	14.900.000
Money Flow	Normal
Imports	The company imports from CHINA and INDIA.
Exports	The company exports to MEXICO and CANADA.
Import Fob Dollar Year	Amount
There are not Import Fob Dollar informed	
Export Fob Dollar Year	Amount
There are not Export Fob Dollar informed	

LEGAL FILINGS

Lawsuits	E & E Co., Ltd. v. Noll Enterprises, LLC Plaintiff: E & E Co., Ltd. Defendant: Noll Enterprises, LLC Case Number: 3:2018cv03195 Filed: May 29, 2018 Court: California Northern District Court Office: Oakland Office County: Alameda Nature of Suit: Copyright Cause of Action: 17:501 Copyright Infringement Jury Demanded By: Plaintiff
Trademarks	E & E Bed Linens, namely, bed sheets, bed skirts, pillow cases, pillow covers, pillow shams, afghans, blanket throws, bed blankets... Owned by: E & E Co., Ltd. Serial Number: 76527116

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E & E CO., LTD.

Bed Linens, namely, bed sheets, bed skirts, pillow cases, pillow covers, pillow shams, afghans, blanket throws, bed blankets...

Owned by: E & E Co., Ltd.

Serial Number: 76527117

JLA

Bed Linens, namely, bed sheets, bed skirts, pillow cases, pillow covers, pillow shams, afghans, blanket throws, bed blankets...

Owned by: E & E Co., Ltd.

Serial Number: 76529980

EMPRESS LINENS ISABELLE

Bed Linens, namely, bed sheets, bed skirts, pillow cases, pillow covers, pillow shams, afghans, blanket throws, bed blankets...

Owned by: E & E Co., Ltd.

Serial Number: 76548488

MICROTEC THE TOUCH OF YOUR DREAM

Bath linen; Bath sheets; Bed blankets; Bed linen; Bed sheets; Bed sheets of paper; Blanket throws; Blankets for outdoor...

Owned by: E & E Co., Ltd.

Serial Number: 77063868

Patents Registered

No found.

Renewals

Document Type File Date
SI-NO CHANGE 04/25/2018
MERGER 03/25/2014
MERGER 06/26/2009
SI-COMPLETE 08/25/2008
AMENDMENT 03/16/2006
MERGER 06/06/2003
AMENDMENT 05/08/2003
REGISTRATION 07/26/1994

UCC (Uniform Commercial Code)

No records found.

OFAC Sanctions List Search

The company is not listed in the OFAC list.

SUMMARY

Summary

Founded in 1994, E & E Co., Ltd. is an organization in the Home Furnishing Merchant Wholesalers Industry headquartered in Fremont, CA. The company has 380 regular employees and generates an estimated \$14.9 million USD in annual estimated net assets. It operates nationally and internationally, mainly exporting to Mexico and Canada. It is ACTIVE in business with no negative records.

RISK INFORMATION

Debts
Payments
Cash Flow
State

Controlled
Slow but Correct
Normal
Active

INTERVIEW

First Name
Position
Comments

Mike
Sales
He confirmed the name of the company, the address of the headquarters and location, the date of creation of the company, the approximate number of employees and the name of the Chief Executive Officer.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 68.94
UK Pound	1	INR 90.21
Euro	1	INR 79.64
US Dollar	1	INR 68.48

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VAR
Report Prepared by :	TRU

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)