

Organization/Company Questions Narrative and Mission

**Carson Anderle
Mother Daughter Design**

1. What is your organization or company? Give background history including: by whom, when, and why it was founded.

My company is called Mother Daughter Design. I, Carson Anderle, founded this company in 1967. It is called Mother Daughter Design because I work with my mom, Jennifer Anderle, even though I founded the company. I always have loved designing interior things since I was really young. My mom had too and she's really good at it. To contact us, you can call my mom, our call center or me. Another way you can contact us is just walk right into our little shop/ call center. We're located all over North America, but my mom and I only work in Oregon, Washington and California. Our home office is in Eugene OR, where both my mom and I were born. We only use economy safe paint and furniture. Our journey of design starts off with our customer(s) telling us their style and ideas. After that I design an idea or two using the app Home Design gold. We show them our design and make any changes necessary. The next step to success is my mom will take our customers shopping. When they go shopping they look for: paint colors, furniture, accessories and much more. Our company does not include any constructional work, but we can give many suggestions on where to go. We do include a couple strong people who can move all the furniture into your house. The last item we include is a group of amazing workers who can paint whatever and wherever inside. Our company is not like any other interior design company!

2. What do they do or make - describe the products and services and what makes them unique.

Our company, Mother Daughter Design includes many different services. We start off by giving many suggestions on paint colors, furniture and carpenters. We are not a construction company, but we work specifically on interior design. We can take you shopping at very high quality environmentally safe stores, we help you decide on the best brand of paint and colors of paint, we have employees that will paint whatever will please you and best of all place your furniture in the perfect spots. Our company is like no other. We're a mix of many different great things. We paint, we suggest, we design and we shop! You get an amazing workers discount for all the shopping we do. Doesn't that sound pretty amazing? Besides giving amazing discounts, all of our paints and furniture are not bad for the world. The most special concept of my organization is that the only thing you have to pay for is the thing you buy at the store. At every location of this business we have lovely college students who can also give amazing feedback and suggestions. If I have to say so myself all of these features are very unique!

3. Describe the culture of the organization or company. What is the work

environment like - the atmosphere? What is the building like - exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?

Our company is an amazing work environment. Everyone knows each other and has a special bond. We are always open with your opinion and will never show any disrespect regarding our work. Each call center is designed with comfy and cute furniture that is very welcoming. The floor is a distressed white wood with light grey walls. We have a huge wall of paint chips from Exquisite Paints and individual offices for each employee. The exterior of our shop is painted a rustic red with white trim. It is designed to look like a barn including the exterior and the interior. When you call you will never get sent to a computer voice you'll always be talking to an employee. All employees have a certain roll and our volunteers each have a specific skill set they help with. We have a few different jobs including: designers, painters, shoppers, computer designers, movers and employees on call. As the manager and owner of this company, I treat all my employees and clients with full respect and curiosity.

4. Who is the targeted audience? What are their demographics? (Age, gender, income level, where they live, own or rent, etc.)

We accept calls from any people above the age of 18. If you are under that age, you have to be accompanied by an adult. This organization has a huge range of different people. It could be a college kid ranging all the way to senior citizens. Our company is great for all ages and types of people. Girls and boys are both welcomed to call! We get the most people from Eugene, Springfield, and Bend, Oregon. Our customers usually are pretty average. They don't have a lot of money, but they do have money. Usually, doesn't mean always, it is not rare to see a person with not a lot of money or a person with a lot of money. A lot of our costumers own a house because they wont to paint. We also get a lot of people that rent or live in a dorm.

5. What is the organization or company mission statement? Tagline? (Can be the same – Nike's is, "Just Do it!")

The Mother Daughter Design Company's mission is to complete the challenges successfully and to work as a team. We want to be a welcoming organization that supports all kinds and ages or people. We don't just want to take money out of our costumer's pockets, we want to help them through their challenges and end up with a beautiful design. Our goal is to have a lot of costumers that want different designs. We want to please people, while still being challenged. I love designing and I hope you love our design! Our company's tagline is "Mothers and daughters, it's a special bond that you can trust."