

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

My company, Marci's Bow-tique, was founded in 2006 when the founder, Marci Carrera was looking for a store to buy cheer bows for her cheer squad since her coach had spent their whole budget on a bus to take them to their meets. Marci and her mom were walking down the street when they finally found a bow shop. They walked in only to find that all the bows were for small children. Marci and her mom walked out of the store in dismay. But then, Marci had the brilliant idea to make her own bows!

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

Marci's Bow-tique Makes cheer bows of all colors and designs.

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?

Marci's Bow-tique is a very happy place to be with our bright colored walls and lots and lots of mirrors. Don't worry dads we have plenty of chairs for you sit in and we even have a T.V. to watch the game on. We will treat you with the most respect and kindness that you have ever been treated.

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

We are here to help future professional cheerleaders look the part and love the part.

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

We will make you the cheeriest cheerleader on your squad!