

Organization/Company Questions Narrative and Mission

1.What is your organization or company?

My company is a slime company. It was started by me- Madison Schwake. It was founded on May 6,2017. I started the brand because for one I love slime. I also made it because I see a lot of people making it and they have no idea what to do and it didn't work out how they thought it would. Slime is hard to make but it is easy to buy.

2.What do they do or make?

We make slime! Slime is a product with glue, paint/food coloring or pigment, glitter, things to make it crunchy like vase filler, and some type of activator like borax, sta-flo (liquid starch), contact solution and baking soda, and laundry detergent. We sell slime for the people that aren't allowed to make it. What makes my company unique is that we have a bunch of different types of slime; we make butter slime, playdough slime, crunchy slime, slime for every holiday, and seasonal slime. Our slime also comes in a variety of colors and scents.

3.Describe the culture of the organization or company?

The work environment is really good. Everyone here loves slime. Our building is pink. On the first floor is where people can come to the store and look at the slime and buy it. The second floor is where we make the slime. This level has all of our supplies. This is my favorite level because it is so cool seeing all of the supplies. Everyone works together very well. Some people are on the first level helping the customers, some are making the slime, some people are taking care of the online orders, and then some people are putting the slime in packages.

4.Who is the targeted audience?

The targeted audience is anyone that loves slime. It can be any age, any gender, anyone. All you need is money to buy the slime.

5.What is the organization or company mission statement?

Our tagline is “so satisfying” I made this one because slime is satisfying. My mission with my company is that everyone will get what they can’t do. A lot of people can’t make slime and they really want to. I want people to have the chance to experience slime.