Nathan Durling

Organization/Company Questions Narrative and Mission

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

– My company will be called RAY Computer Services. We provide high quality computer services for any computer. Some include; wireless network setup and troubleshooting, printer setup and troubleshooting, data transfers between computers, virus removal, computer setup and trouble shooting, and advice for buying a new computer. We will help you either online or in person. For some virus removals you may have to drop your computer off. We charge about $50 an hour. You can also browse a large selection of laptops, towers, and parts in our store and we can order ones we don't carry for you.

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

– My company provides basic computer services such as virus removal, set-up on a new computer, advice on buying a new computer, wireless network setup, and troubleshooting. Both online and in person. You will also be able to send your computer in for us (or me) to work on. Computers and part purchases will also be available.

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 building will be large and open feeling with white walls and tall ceilings. Towers and parts will be along the right and left wall with laptops and sales on tables in the middle. We will also have a support desk near the door. Actual services will take place in a back room. My employees will be tasked with a certain amount of work to do and will be able to choose when they do that throughout the day. There will also be plenty of computers to just mess around on during break times.

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

– My targeted audience is anyone who has trouble using, buying, or setting up a computer, printer, or wireless network.

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

– Simply Better