

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 is called Feeble Scootering. It was founded in 2017, in Eugene, Oregon. It was founded by a young Phoenix team scooter rider named Noah Natt. Feeble is a sub company of Phoenix scooters which is based out of Portland, Oregon.

2. What do they do or make

-describe the products and services and what makes them unique.

We make scooter parts and complete scooters. Our scooters are 100% metal and are not heavy at all. We have a patented hollow body design, and use special alloys that are designed for maximum strength. Our pro team is a collab team with Phoenix's pro team. All parts are custom designed by customers online with our patented design started templates. We create all of our parts in store and will ship them within 8 days.

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 buildings are state of the art with built in skateparks to test out our new creations or new parts. We have trampolines in store to try tricks and so that customers can test out their new products. Our staff is very friendly and loves to help you look for exactly the right part you are looking for. Every one of our staff members rides scooters and can give you many useful tips or advice. Our managers and workers are all good friends so they all get along to get the job done.

4.

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

Our products are made for any age, gender, social status, ETC. We build our scooters for the love of the sport and we believe that anyone should be able to experience the hard work that is put into scootering.

5.

What is the organization or company mission statement? Tagline? –Nike’s is, “Just Do it!”

“For the Love of Scootering, Feeble”