

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 the Bow Boutique. My company was founded by me (Natalie Schnoor). The Bow Boutique was founded in January, 2014. My company was founded to give girls the amazing hair bows they need.

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

My company makes stylish hair bows for girls who need them. My hair bows are unique because we can customize hair bows for the girls who will be wearing them, we also make hair bows for holidays.

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?

My work environment is fun, bubbly, and crazy fun! My building has very unique walls, each wall has a different, cute, and unique color. My building has three levels. My first level is where you look at the bows, and buy the bows. My second level is where everyone relaxes after a hard days work. My third level is where my company creates/makes the bows. My furniture is super cute. All my employees get along great because we are all friends. Everyone will switch/rotate jobs so everyone has an equal chance to check out the roles in my company. Management treats the employees great!

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

The targeted audience are girls between the age of five and thirteen. Anyone who does sports can wear the bows to. When people buy my bows I would like if they could be within ten miles of Eugene.

5. What is the organization or company mission statement? Tagline? (Can be

the same – Nike’s is, “Just Do it!”

My tagline is, “Wear the bow.”