

The purpose of this business plan was to define, organize, and clarify what the web presence for SmartParts should be. Particularly interesting sections of this plan were “Timeframe for Revenue Generation”, which factors in the web costs, and “How to Measure Success”, which is an often overlooked element. Researched, wrote, formatted, and edited the manuscript. SmartParts designs, tests, and manufactures, aviation parts that improve the efficiency of general aviation piston engine aircraft.

## ***SmartParts Web Site Business Plan***

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