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| Seattle Precision Machine Shop |
| Web Site Proposal |
| We ARE Quality! |

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| Gregory K. Bowne  2/26/2017 |

# Seattle Precision Machine Shop

To be posted to:

http://www.seattleprecision.com

Website Proposal 2017

Project Background

Seattle Precision Machine Shop is a job shop which provides contracted machining services to the Marine, Industrial and Automotive industries.

Demographics

Target Market - Individuals

* Single or married males, 25 to 60 with without children (primary)
* Single or married females, 25 to 60 with or without children (secondary).

Target Market Local Areas

* King County, WA
* Pierce County, WA
* Snohomish County, WA
* Kitsap County, WA

Target Market – National Areas

* Market analysis not completed for these areas. Existing data covers only previous incoming calls.

Including all areas covered by 206, 253, 360 and 425 area codes within Washington State.

Target Market National

Web Site Objectives

* Promote that SPMS is a new concept focused around quality, cost and on time delivery
* Show facilities
* Show contact information
* Provide employment/career information and means to accept incoming applications
* Solicit interest to new customers.
* Solicit new work from current customers.

Site Style and Appearance

•Easy use, navigation and accessibility—fast, well organized, no need for special plugins.

•Must also appear professional, trustworthy, stable.

Site Features

• 5 minimum to 20 pages as appropriate as follows:

Home Page

Possibly a Flash player video multimedia introduction or a short video.

Basic contact information.

About Us Page:

-History

-Mission Statement

-Quality Policy

-Mission Statement

Contact Us Page

Phone #

Fax #

Web Site Address/Link

Email(s)

Contact Person(s)

Building Address/Shipping/Mailing Address

Photos of building and facilities

Hours of Operation

Map (from mapquest/google maps)

Nearest Bus Routes

Closest Intersection

Programs Page

Events Page

-Open House

-Annual Summer BBQ for Staff, Employees & their Family

-Holiday Parties

Employee Spotlight: Testimonial of Employee of the Month and other award recognition

RSS Feed

Customer Testimonials

File Downloads:

Quality Manual PDF

Terms & Conditions PDF

Monthly Employee Newsletter

Process, Capability & Equipment listing

SIC, CAGE ID, NAICS identifications

Awards & Acheivements

Quality Registrar graphics & ISO 9001 and BSI Quality.

Mailing List for updates

• RSS Feeds

(Automatic updating by customers will not be available initially, but may later.)

•Routine maintenance could be made possible by in-house staff using Webs.com interface.

•Someone available to help with non-routine maintenance.

•Site hosting to be determined by Seattle Precision Machine Shop prior to first location opening.

Suggested alternatives to be WordPress.

Site References

Here are links to the sites of our direct competitors.

<http://www.provail.org/fabrication>

<http://www.godiversified.com/>

<http://www.firland.org/>

<http://www.seattlelighthouse.org/>

<https://www.skillsinc.com/>

<http://www.bridgewaysenterprises.com/> <https://bridgeways.org/>

<https://www.chinookenterprises.org/> ; <http://chinookassembly.org/manufacturing/>

<http://www.katkitsap.org/programs/light-industry/>

<http://www.veteransworkshop.org/services.html>

<http://orionworks.org/> ; <http://orionind.com> ; <http://www.orionquality.com/>