**Business Plan: Aerospace Edge, LLC**

**Page 1: Executive Summary**

**Company Name**: Aerospace Edge, LLC
**Founded**: 2025
**Location**: [Insert Location]
**Website**: [Insert Website URL]
**Business Type**: Limited Liability Company (LLC)

**Mission Statement**
Aerospace Edge, LLC provides specialized consulting services in digital presence, technical email infrastructure, and international business development, uniquely tailored to companies in the aerospace sector.

**Vision Statement**
To be the leading digital and strategic consulting partner for aerospace firms seeking to optimize global operations and modernize communications.

**Core Services**

1. **Website Design & Development** – Clean, secure, and responsive websites tailored to the needs of aerospace firms.
2. **Email Configuration Validation** – Ensuring secure, professional, and standards-compliant email setup, including SPF, DKIM, and DMARC.
3. **International Business Development Consulting** – Helping aerospace companies expand globally through market analysis, partner sourcing, and compliance support.

**Value Proposition**
Combining aerospace expertise with technical know-how, Aerospace Edge bridges the gap between traditional aerospace operations and the modern digital economy.

**Page 2: Company Description**

**Industry Overview**
The aerospace sector demands precision, trust, and compliance—both in engineering and communications. As aerospace firms increasingly engage global markets and rely on digital platforms, the need for secure, functional, and professional digital infrastructure is critical.

**Company Objectives**

* To establish a client base of 25+ aerospace firms within 18 months.
* To build recurring revenue streams through website maintenance and compliance monitoring services.
* To form partnerships with aerospace suppliers and government contractors for international trade facilitation.

**Target Market**

* Small to mid-sized aerospace manufacturers and suppliers.
* Startups in aviation technology.
* Established aerospace firms entering new international markets.

**Competitive Advantage**

* Deep industry knowledge in aerospace and international trade regulations.
* Expertise in secure communications systems and technical implementations.
* Personalized, boutique-level client service with scalable solutions.

**Page 3: Services & Marketing Strategy**

**Service Breakdown**

1. **Website Design & Development**
	* Aerospace-themed visual branding.
	* CMS-based or custom development options.
	* Maintenance, SEO, and analytics integration.
2. **Email Configuration Validation**
	* Full audit of email systems.
	* Implementation and monitoring of SPF, DKIM, and DMARC records.
	* Integration with Google Workspace, Microsoft 365, or private servers.
3. **International Business Development**
	* Market entry strategy.
	* Export compliance and documentation.
	* Trade show support and representation.
	* B2B match-making with vetted global partners.

**Marketing Strategy**

* **Direct Outreach**: Cold emailing and LinkedIn networking targeting aerospace firms.
* **Industry Events**: Attendance and sponsorship at aerospace trade shows (e.g., Farnborough, Paris Air Show).
* **Content Marketing**: Blog articles and webinars on international aerospace market trends and digital best practices.
* **Referral Network**: Partnerships with aerospace associations and trade consultants.

**Page 4: Financial Plan & Operations**

**Startup Costs Estimate**

| **Item** | **Cost Estimate** |
| --- | --- |
| Legal & Business Registration | $1,000 |
| Website Development | $2,500 |
| Software Licenses | $1,200 |
| Marketing & Branding | $3,000 |
| Travel for Networking | $2,000 |
| Miscellaneous | $1,000 |
| **Total** | **$10,700** |

**Revenue Model**

* Fixed-fee projects (website/email validation): $3,000–$10,000 per client
* Monthly retainers (maintenance/compliance): $500–$2,000/month
* Consulting engagements (international dev.): $5,000–$20,000/project

**Year 1 Projections**

* Revenue: $150,000
* Gross Margin: 70%
* Break-even: Month 7

**Operations Plan**

* Founder-led operations initially.
* Contractors hired for specialized dev/design.
* CRM system to manage leads and client communications.
* Quarterly review of service offerings based on market feedback.

**Growth Plan**

* Hire a technical lead and business development manager by Year 2.
* Expand services to defense contractors and adjacent industries.
* Develop proprietary tools for email/security diagnostics.