

## **New Business Excellence Non Member**

### **Just Parts.com**

JustParts.com is a locally owned and operated internet website company that acts as an online marketplace for auto parts. Their mission is to provide shoppers with the largest and best selection of new and used car and truck parts and accessories on the internet. Their online customers and users make enhancement requests for their website and these requests are often added within a couple of weeks.

JustParts.com's greatest contribution to the city is bringing highly skilled and intelligent workers to the city and making great efforts to keep them here and support our local economy. They have adopted the "Google Mentality," where every wall in their office is a blackboard from floor to ceiling to encourage their employees to vocalize their ideas on the wall and to share them with the team. This allows free flow thinking and fosters creativity.

They have grown their listings of available auto parts from 50 items to 1.8 million auto parts available to customers. The 1.8 million auto parts derives from hundreds of auto part sellers, dealerships, auto recyclers, repair shops, part manufactures and casual sellers from around the world. Their website traffic has increased 1184% from the previous year with more than 1 million visitors from over 200 countries. They have expanded their product offerings to include their patented pending parts vehicle and parts selling tools.

In April 2009 JustParts.com was the inaugural winner of the prestigious Northern Ontario Innovation centre's "Innovation Project of the Year." They have also been given a profile in the Canadian Auto Recyclers Magazine who honoured JustParts.com as "difference makers". Congratulations to JustParts.com for winning the New Business Excellence Non Member Award.