

# BUSINESS RELATIONSHIP ANALYSIS

J P O Logistics LLC !” The Collective Om

2 Relationships Identified

## BUSINESS PROFILES

### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

70% conf

J P O Logistics LLC !” The Collective Om

#### Reasoning:

JPO Logistics serves shippers and owner operators, while The Collective Om targets small businesses and individuals focused on self-growth, creating a complementary relationship. JPO could refer clients who may benefit from holistic health services to The Collective Om.

#### Value Proposition:

By referring clients, JPO Logistics can enhance its service offering, potentially increasing customer loyalty and generating additional revenue through referral commissions.

#### Collaboration Example:

JPO Logistics includes a flyer for The Collective Om's services in their shipment packages, encouraging shippers to explore wellness options. In return, The Collective Om offers a discount on their services to JPO's clients, creating a win-win scenario that boosts client satisfaction for both companies.

#### Synergy Potential:

JPO Logistics's customer base includes small businesses that could greatly benefit from holistic health services, making this partnership uniquely valuable as it combines logistics with health and wellness.

#### Action Items:

1. Develop a referral agreement outlining benefits for both parties.

2. Create co-branded marketing materials to share with clients.
3. Schedule a joint networking event to introduce both businesses to each other's client bases.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

60% conf

### The Collective Om / JPO Logistics LLC

#### **Reasoning:**

The Collective Om could offer wellness workshops or services to JPO Logistics employees, enhancing employee well-being and productivity. This relationship benefits JPO by improving employee morale and retention.

#### **Value Proposition:**

JPO Logistics could enhance employee satisfaction and reduce turnover, saving costs associated with recruitment and training. The Collective Om earns consistency in revenue through ongoing workshops.

#### **Collaboration Example:**

The Collective Om organizes a monthly wellness workshop at JPO Logistics' facility, where employees participate in stress management techniques and wellness practices. JPO pays a flat fee for the series, improving workplace morale and productivity, while The Collective Om gains a reliable client base.

#### **Synergy Potential:**

Both businesses share a commitment to growth—JPO in logistics and The Collective Om in personal wellness—creating a unique opportunity to support each other's goals in a tangible way.

#### **Action Items:**

1. Set up a meeting to discuss potential workshop topics that would resonate with JPO's team.
2. Draft a proposal for a series of workshops tailored to JPO's employee needs.
3. Launch a pilot workshop and gather feedback for future sessions.

Value: MEDIUM

MUTUAL BENEFIT