

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” Jazzi’s Creations

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

VENDOR 1/2

75% conf

JPO Logistics LLC !” Jazzi’s Creations

Reasoning:

JPO Logistics could provide logistics services to Jazzi's Creations for their events and workshops, ensuring timely delivery of craft supplies and promotional materials. This creates a reliable supply chain for Jazzi's projects.

Value Proposition:

By utilizing JPO Logistics, Jazzi's could reduce shipping delays, potentially increasing customer satisfaction and repeat business by 20%.

Collaboration Example:

JPO Logistics could handle the delivery of supplies for a large team-building event organized by Jazzi's Creations. For example, if Jazzi's has a corporate client with a team-building craft workshop, JPO Logistics could ensure all materials arrive at the venue a day early, guaranteeing no last-minute issues. This partnership could result in Jazzi earning \$1,000 from the corporate client, while JPO Logistics secures a contract for logistics services.

Synergy Potential:

The unique synergy here lies in JPO Logistics' expertise in freight transport directly supporting Jazzi's growing event services, enhancing both businesses' reputations in timely service delivery.

Action Items:

1. Schedule a meeting between Paulette and Jasmyne to discuss logistics needs for upcoming events.

2. Draft a service agreement detailing logistics support for Jazzi's events.
3. Pilot the logistics service with the next major workshop to evaluate effectiveness.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Jazzi's Creations !' JPO Logistics LLC

Reasoning:

Jazzi's Creations serves families and businesses that might need logistics services for transporting their crafted gifts or promotional items, presenting an opportunity for referrals.

Value Proposition:

By referring JPO Logistics to her clients, Jasmyne could receive a commission on each successful referral, potentially increasing her revenue by 15% as she builds a network of reliable service providers.

Collaboration Example:

When a family orders customized gifts from Jazzi's but needs them delivered to relatives across the state, Jazzi can recommend JPO Logistics, ensuring a smooth delivery process. For each referral, Jazzi could earn a \$50 commission, making it a win-win for both businesses.

Synergy Potential:

Jazzi's ability to connect with local families and businesses looking for gift delivery solutions amplifies JPO Logistics' customer base, creating a network of local connections that benefit both parties.

Action Items:

1. Develop a referral program that outlines commission structures for Jazzi's clients.
2. Create promotional materials showcasing JPO's services to be displayed in Jazzi's studio.
3. Set up a tracking system to monitor referral success rates.

Value: MEDIUM

MUTUAL BENEFIT