

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### REFERRAL 1/2

75% conf

## JPO Logistics LLC !” MyahnArt LLC

#### Reasoning:

Both businesses target clients who are looking to enhance their brand presence or aesthetics. JPO Logistics can refer MyahnArt to shippers who want to improve their logistics hubs or warehouses with artistic murals, while MyahnArt can refer businesses needing logistics solutions for transporting art and supplies.

#### Value Proposition:

Increased customer engagement and revenue through cross-referrals, potentially generating an additional \$10,000 in combined revenue over the next quarter.

#### Collaboration Example:

JPO Logistics connects MyahnArt with a local business looking to revamp their storefront. MyahnArt creates a vibrant mural that attracts more foot traffic, while JPO Logistics handles the art supplies delivery, earning a referral fee from MyahnArt for the introduction. This scenario could happen next week as they both have access to local businesses in Jacksonville.

#### Synergy Potential:

This pairing is unique because it combines logistics expertise with creative marketing services, allowing for a comprehensive approach to client needs—both operational and aesthetic.

**Action Items:**

1. Schedule a joint meeting to discuss referral strategies and identify specific target clients.
2. Create a referral agreement outlining terms and benefits for both parties.
3. Launch a co-marketing campaign highlighting the benefits of combining logistics and artistic design.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

60% conf

MyahnArt LLC !' JPO Logistics LLC

**Reasoning:**

MyahnArt could provide creative services for JPO Logistics' branding and office environment, enhancing their image and client experience. This could include custom artwork for their office or promotional materials.

**Value Proposition:**

Enhancing JPO Logistics' branding could lead to a 20% increase in client inquiries, potentially adding \$15,000 in revenue from new clients attracted by an improved aesthetic.

**Collaboration Example:**

MyahnArt creates a series of large, impactful murals for the JPO Logistics office that reflect their brand values and mission. This project could be completed in a week, with MyahnArt earning \$3,000 while JPO Logistics enjoys an enhanced workspace that impresses visiting clients.

**Synergy Potential:**

The combination of logistics and creative design offers a unique opportunity—JPO Logistics can showcase a vibrant office that reflects its commitment to quality service, while MyahnArt gains a high-profile client that showcases their work.

**Action Items:**

1. Arrange an initial consultation to discuss JPO Logistics' branding needs and preferences.
2. Draft a proposal for a mural project that aligns with JPO Logistics' brand identity.
3. Develop a timeline and budget for the implementation of the mural project.

Value: MEDIUM

MUTUAL BENEFIT