

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros!" Organize Design Create!

2 Relationships Identified

BUSINESS PROFILES

Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

Organize Design Create!" Big Rig Compliance Pros

Reasoning:

Both businesses target small to medium-sized companies, with Business A focusing on marketing and Business B on compliance. They can refer clients to each other, as those needing marketing services may also require assistance in compliance, particularly in the trucking industry.

Value Proposition:

By establishing a referral network, both businesses can increase their client base by 20-30%, generating additional revenue without overlapping services.

Collaboration Example:

Organize Design Create could refer its clients in the trucking sector to Big Rig Compliance Pros for compliance support. For example, if a new trucking startup approaches Organize Design Create for branding and marketing, they could also point them to Big Rig for compliance services, earning a referral fee for every successful client engagement.

Synergy Potential:

The unique synergy lies in their shared focus on supporting small businesses and startups; their services complement each other, making them trusted partners for clients who need both marketing and compliance assistance.

Action Items:

1. Set up an introductory meeting between Victoria Price and Sherika Carter to discuss specific referral arrangements.
2. Create a referral agreement outlining fees and expectations for both parties.
3. Develop a joint marketing piece that highlights both services, targeting small businesses and startups.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Big Rig Compliance Pros / Organize Design Create

Reasoning:

Big Rig Compliance Pros may need marketing services to promote their compliance offerings to truck drivers and trucking companies. They could benefit from Organize Design Create's expertise in marketing to enhance their visibility and outreach.

Value Proposition:

By hiring Organize Design Create, Big Rig Compliance Pros can expect to increase their client inquiries by at least 15% within the first quarter through targeted marketing campaigns.

Collaboration Example:

Big Rig Compliance Pros could engage Organize Design Create to develop a digital marketing campaign that includes social media ads targeting truck drivers. The campaign could showcase testimonials from satisfied clients that highlight how Big Rig has simplified their compliance burdens, potentially generating an additional \$10,000 in revenue within the first month.

Synergy Potential:

This relationship is unique as it combines the niche of compliance with innovative marketing strategies, allowing Big Rig Compliance Pros to stand out in a competitive market while helping Organize Design Create expand its portfolio in the professional services sector.

Action Items:

1. Organize a meeting to discuss specific marketing goals and budgets for Big Rig Compliance Pros.
2. Develop a marketing proposal that includes social media strategy, content creation, and promotional materials.
3. Set a timeline for campaign launch and establish metrics for measuring success.

Value: HIGH

MUTUAL BENEFIT