

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

75% conf

IV Creative !” The P-Way Solutions LLC

Reasoning:

IV Creative specializes in content creation which can enhance The P-Way Solutions' marketing efforts. The P-Way Solutions is currently in need of marketing services, making IV Creative a suitable vendor.

Value Proposition:

By engaging IV Creative for content creation, The P-Way Solutions can effectively improve their brand visibility and attract more clients, potentially increasing their revenue by 20%.

Collaboration Example:

IV Creative could create a series of promotional videos showcasing The P-Way Solutions' janitorial services in action at local businesses. These videos would be used on social media and websites, with a project fee of \$2,000, giving both companies exposure to each other's clientele.

Synergy Potential:

The unique synergy stems from IV Creative's local focus on small businesses and The P-Way Solutions' commercial service offerings, ensuring that the marketing content is tailored to resonate with mutual target markets.

Action Items:

1. Schedule an introductory meeting to discuss specific content needs of The P-Way Solutions.
2. Develop a proposal for a series of promotional videos highlighting their cleaning services.

3. Set a timeline and budget for the content creation project.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' IV Creative

Reasoning:

The P-Way Solutions serves a diverse clientele, including small businesses that require marketing services, aligning well with IV Creative's target market.

Value Proposition:

The P-Way Solutions can refer clients needing marketing services to IV Creative, helping them enhance their service offerings while earning referral fees, which could boost their revenue by 10%.

Collaboration Example:

As The P-Way Solutions completes a cleaning job for a local coffee shop, they notice the client struggles with online presence. They refer the coffee shop to IV Creative for a branding overhaul, facilitating a \$3,000 project that earns The P-Way Solutions a \$300 referral fee.

Synergy Potential:

The P-Way Solutions' established relationships with local businesses create a ready-made network for IV Creative, allowing them to tap into new markets quickly.

Action Items:

1. Create a referral program detailing incentives for The P-Way Solutions.
2. Develop a brochure outlining IV Creative's services for The P-Way Solutions to distribute.
3. Host a joint networking event to introduce both companies to potential clients.

Value: MEDIUM

MUTUAL BENEFIT