

# BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson  
Industry: Professional Services  
Assessments for 55 and older in need of a service to help maintain independence.

## COLLABORATION 1/2

80% conf

Jazzi's Creations!" Noseniorleftbehindfl.org

### Reasoning:

Jazzi's Creations can provide personalized gifts for seniors served by Noseniorleftbehindfl.org, enhancing both businesses' offerings. Additionally, Noseniorleftbehindfl.org can offer workshops at Jazzi's Creations that promote social engagement for seniors, which aligns with both businesses' missions.

### Value Proposition:

By collaborating, Jazzi's Creations can increase sales of personalized gifts by 20%, while Noseniorleftbehindfl.org can enhance its service offerings, leading to increased client retention and potentially new clients.

### Collaboration Example:

Jazzi's Creations could organize a monthly 'Crafting for Seniors' event where seniors from Noseniorleftbehindfl.org come to create personalized gifts for their families. For example, in the first workshop, ten seniors create custom photo frames, allowing them to socialize and learn crafting skills. Jazzi earns \$500 from the event fee, while Noseniorleftbehindfl.org strengthens its community engagement and receives positive feedback from families.

### Synergy Potential:

This pairing uniquely combines the creative engagement of Jazzi's Creations with the support network of Noseniorleftbehindfl.org, creating a nurturing environment for seniors to connect with their families and community, which is not commonly found in typical partnerships.

### Action Items:

1. Schedule a meeting between Jasmyne Irizarry and Wanda K Jackson to discuss potential event ideas.
2. Develop a marketing plan targeting families of seniors for the crafting workshops.
3. Create a calendar of events for the next three months to promote the workshops in advance.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Noseniorleftbehindfl.org !' Jazzi's Creations

### Reasoning:

Noseniorleftbehindfl.org serves a demographic that may benefit from personalized gifts, such as gifts for grandchildren or loved ones. Referring clients to Jazzi's Creations for these gifts can enhance the service experience for seniors.

### Value Proposition:

Noseniorleftbehindfl.org can receive a referral fee of 10% for every sale made through their referrals, potentially adding an additional revenue stream of \$1,000 annually.

### Collaboration Example:

Noseniorleftbehindfl.org can include a flyer in their service packets highlighting Jazzi's Creations and special offers for seniors. For instance, if a senior client orders a personalized gift for their grandchild, Noseniorleftbehindfl.org earns a commission on that sale. This creates a seamless experience for seniors looking for thoughtful gifts.

### Synergy Potential:

This relationship benefits both businesses by allowing seniors to access unique gift options while providing Jazzi's Creations with a consistent stream of new clients, thus enhancing their visibility within a demographic that values personalization.

### Action Items:

1. Create a referral agreement outlining terms and commission structure.
2. Design promotional materials that Noseniorleftbehindfl.org can distribute to their clients.
3. Set up a tracking system to monitor referrals and resulting sales.

Value: MEDIUM

MUTUAL BENEFIT