

# 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

80% conf

## IV Creative!" The P-Way Solutions LLC

#### Reasoning:

IV Creative can offer content creation services to enhance The P-Way Solutions' marketing efforts. As The P-Way Solutions is looking for marketing support, they would benefit from IV Creative's expertise in crafting compelling content that aligns with their commercial janitorial services.

#### Value Proposition:

By engaging IV Creative, The P-Way Solutions could increase their brand visibility and attract more clients, potentially boosting revenues by 20% through enhanced marketing efforts.

#### Collaboration Example:

IV Creative could develop a series of professional promotional videos showcasing The P-Way Solutions' janitorial services in action at local businesses. This could include before-and-after footage of cleaned spaces, client testimonials, and engaging graphics. The videos would be shared on social media and the company's website, driving inquiries and establishing The P-Way as a top choice for commercial cleaning.

#### Synergy Potential:

This partnership is unique because IV Creative specializes in content tailored for local businesses, and The P-Way Solutions can provide real-world success stories that resonate with the local Jacksonville market, creating powerful marketing collateral.

**Action Items:**

1. Arrange a meeting to discuss The P-Way's specific marketing needs and how IV Creative can address them.
2. Develop a content calendar outlining the types of content to be produced over the next three months.
3. Set measurable goals for engagement and leads generated from the marketing materials created.

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 may require marketing and design services. They could refer these clients to IV Creative, thereby enhancing their service offerings without competing directly.

**Value Proposition:**

For every client referred to IV Creative, The P-Way could receive a referral fee, creating a new revenue stream while helping their clients find quality marketing services.

**Collaboration Example:**

When The P-Way Solutions completes a janitorial contract for a newly opened local cafe, they could recommend IV Creative for branding and design services. The cafe then engages IV Creative to design their logo and marketing materials. The P-Way earns a referral fee for the introduction and strengthens their relationship with the cafe owner.

**Synergy Potential:**

The P-Way Solutions' extensive network in the local business community provides IV Creative with direct access to potential clients who are already in need of marketing services, creating a win-win situation.

**Action Items:**

1. Create a referral agreement outlining the terms and fees for referring clients to IV Creative.
2. Develop promotional materials that The P-Way can share with clients, highlighting IV Creative's services.
3. Schedule monthly check-ins to discuss referrals and track results.

Value: MEDIUM

MUTUAL BENEFIT