

# BUSINESS RELATIONSHIP ANALYSIS

## MyahnArt LLC !” The P-Way Solutions LLC

2 Relationships Identified

### BUSINESS PROFILES

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

#### The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

### COLLABORATION 1/2

75% conf

## MyahnArt LLC !” The P-Way Solutions LLC

#### Reasoning:

MyahnArt's creative services could enhance The P-Way Solutions' client properties through unique murals or custom art installations. This collaboration could attract more clients to both businesses, as enhanced aesthetics can be a selling point for real estate.

#### Value Proposition:

By collaborating, both businesses can increase their market reach, potentially leading to a 20% increase in new client contracts, as aesthetically pleasing environments are known to attract more customers.

#### Collaboration Example:

MyahnArt could create a series of large murals for The P-Way Solutions' commercial clients, showcasing before-and-after transformations on social media. For instance, they could revamp a local office building's lobby with a vibrant mural that tells a story about the business. This project could draw attention from nearby businesses looking for janitorial services, leading to a potential \$10,000 increase in contracts for The P-Way Solutions.

#### Synergy Potential:

This partnership uniquely combines art with property management, making spaces not only clean but also visually appealing. This dual approach to property enhancement sets them apart from typical service pairings.

**Action Items:**

1. Schedule a meeting to brainstorm specific mural ideas tailored for The P-Way Solutions' upcoming projects.
2. Develop a joint marketing strategy that highlights the benefits of beautifying commercial spaces.
3. Create a portfolio piece showcasing the project and promoting both businesses on social media.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

The P-Way Solutions LLC !' MyahnArt LLC

**Reasoning:**

As The P-Way Solutions interacts with various businesses for janitorial services, they can refer MyahnArt for clients looking to enhance their business environment with art. This referral can provide MyahnArt access to a broader client base.

**Value Proposition:**

The P-Way Solutions can earn a referral fee, while MyahnArt taps into The P-Way's existing client relationships, potentially leading to new contracts worth thousands.

**Collaboration Example:**

During a routine cleaning of a local restaurant, The P-Way Solutions notices the owner is looking to refresh the decor. They refer MyahnArt, who then creates a unique mural for the restaurant. In this scenario, The P-Way Solutions earns a referral fee from MyahnArt for each new client they bring in, while the restaurant benefits from a vibrant new atmosphere, driving up customer traffic.

**Synergy Potential:**

This referral arrangement is unique because it combines the ongoing service industry with the creative arts, creating opportunities for both businesses to enhance their client offerings and revenue streams.

**Action Items:**

1. Create a referral program outlining the benefits for both businesses.
2. Develop promotional materials that The P-Way Solutions can share with their clients featuring MyahnArt's work.
3. Set up a monthly meeting to discuss new referral opportunities and joint marketing efforts.

Value: MEDIUM

MUTUAL BENEFIT