

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros!" Jazzi's Creations

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.

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

REFERRAL 1/2

70% conf

Jazzi's Creations!" Big Rig Compliance Pros

Reasoning:

Jazzi's Creations targets families and businesses looking for promotional gifts, which could include trucking companies needing branded merchandise. Big Rig Compliance Pros serves small to medium fleet owners who might be interested in such promotional swag for their drivers or events.

Value Proposition:

Jazzi's Creations can gain new clients through referrals from Big Rig Compliance Pros, potentially increasing sales by 15% by tapping into the trucking industry market.

Collaboration Example:

Jazzi's Creations offers a special line of custom gifts for truck drivers, such as personalized keychains or mugs. Big Rig Compliance Pros features these products in their monthly newsletter to their client base, generating an initial order of 100 items valued at \$1,200.

Synergy Potential:

The unique pairing combines Jazzi's creative gifts with Big Rig's compliance services, appealing to trucking companies looking to enhance their brand presence and employee morale with personalized items.

Action Items:

1. Schedule a meeting between Jasmyne and Sherika to discuss potential gift offerings for the trucking industry.
2. Create a joint marketing plan that highlights the benefits of personalized gifts for truck drivers.
3. Develop a referral program where Big Rig receives a discount on services for every referred client that purchases Jazzi's gifts.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Big Rig Compliance Pros !' Jazzi's Creations**Reasoning:**

Big Rig Compliance Pros can introduce Jazzi's Creations to trucking companies looking for team-building activities, as they often seek ways to engage their drivers and staff.

Value Proposition:

Big Rig Compliance Pros can enhance their service offering by providing clients with options for team-building workshops, while Jazzi's Creations gains access to a corporate clientele, potentially boosting revenue by 20%.

Collaboration Example:

Big Rig Compliance Pros organizes a compliance workshop and includes a team-building craft session facilitated by Jazzi's Creations, where attendees create personalized truck decals. This event could bring in 30 participants at \$50 each, generating \$1,500 for Jazzi.

Synergy Potential:

This partnership leverages Big Rig's established relationships in the trucking industry to provide Jazzi's Creations with direct access to corporate clients seeking engagement activities.

Action Items:

1. Discuss potential workshop themes that incorporate crafts relevant to the trucking industry.
2. Set a date for a pilot workshop to test interest among Big Rig's clients.
3. Prepare promotional materials highlighting the benefits of team-building activities for trucking companies.

Value: MEDIUM

MUTUAL BENEFIT