

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” JPO Logistics LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### JPO Logistics LLC

Contact: Paulette Orr  
Industry: Logistics  
General freight services and dispatching service.

### REFERRAL 1/2

75% conf

#### JPO Logistics LLC !” Enriquez Aesthetics

##### Reasoning:

JPO Logistics services shippers and owner operators, while Enriquez Aesthetics targets individuals seeking quality skincare. Both businesses could refer clients to one another without competition, enhancing customer satisfaction and increasing referral traffic.

##### Value Proposition:

Increased customer base and potential revenue through cross-referrals, estimated at 10-20% increase in clientele for both businesses.

##### Collaboration Example:

JPO Logistics could provide referral cards to clients who frequently transport goods, suggesting they visit Enriquez Aesthetics for stress relief through luxury facial experiences. In return, Enriquez Aesthetics could offer discounts to clients referred by JPO, creating a seamless referral system that elevates both brands.

##### Synergy Potential:

The unique synergy lies in the lifestyle connection; JPO's logistics clients might frequently deal with stress and high demands, making them prime candidates for relaxation and skincare services offered by Enriquez Aesthetics.

##### Action Items:

1. Develop referral cards to be handed out by JPO Logistics drivers that include a discount for Enriquez Aesthetics.

2. Create a social media post announcing the collaboration to both customer bases.
3. Set up a meeting to discuss potential joint marketing efforts and customer feedback mechanisms.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

65% conf

### Enriquez Aesthetics !' JPO Logistics LLC

#### Reasoning:

Enriquez Aesthetics targets individuals who may require logistics services for business-related skincare products or supplies, creating a referral opportunity for JPO Logistics. Clients purchasing high-end skincare products may also seek reliable logistics services.

#### Value Proposition:

Potential to generate new business for JPO Logistics by accessing Enriquez Aesthetics' clientele, which could lead to an estimated 5-15% growth in logistics service requests.

#### Collaboration Example:

Enriquez Aesthetics can include a flyer in their product packaging that recommends JPO Logistics for any skincare product shipping needs. Additionally, they could feature JPO on their website as a logistics partner, promoting them to customers who need reliable shipping for their skincare orders.

#### Synergy Potential:

This partnership stands out because it connects luxury services with practical logistics, appealing to a niche clientele that values both high-quality skincare and dependable shipping solutions.

#### Action Items:

1. Design a flyer for Enriquez Aesthetics to include with their skincare products, promoting JPO Logistics.
2. Update the Enriquez Aesthetics website to feature JPO Logistics as a recommended shipping partner.
3. Host a joint social media campaign that highlights the importance of reliable logistics for luxury skincare products.

Value: MEDIUM

MUTUAL BENEFIT