

# BUSINESS RELATIONSHIP ANALYSIS

## MyahnArt LLC !” Organize Design Create

2 Relationships Identified

### BUSINESS PROFILES

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

#### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

### COLLABORATION 1/2

85% conf

## MyahnArt LLC !” Organize Design Create

#### Reasoning:

MyahnArt's creative services can complement Organize Design Create's marketing efforts, providing unique visual content that enhances marketing campaigns. Together, they can create more engaging promotional materials that attract their target audiences.

#### Value Proposition:

This collaboration could generate an additional revenue stream of approximately \$10,000 per quarter through joint projects and shared clients, increasing brand visibility for both businesses.

#### Collaboration Example:

MyahnArt could create a series of custom murals for Organize Design Create's clients, showcasing their brand messages in vibrant, artistic ways. For example, a local coffee shop could commission a mural that highlights their story and values, which MyahnArt would create on-site during a promotional event organized by Organize Design Create. They could split the project fee of \$3,000, enhancing the coffee shop's customer engagement and providing both businesses with a strong case study for future marketing.

#### Synergy Potential:

The unique pairing of MyahnArt's artistic talent with Organize Design Create's marketing expertise allows for dynamic visual storytelling. This collaboration stands out as they can offer a full package of creative and strategic services that few competitors can match.

**Action Items:**

1. Schedule a meeting to discuss potential joint projects and client referrals.
2. Identify 2-3 upcoming events where both businesses can showcase their services together.
3. Create a joint promotional package that includes special pricing for clients who engage both services.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Organize Design Create !' MyahnArt LLC

**Reasoning:**

Organize Design Create serves a similar target market of small businesses and entrepreneurs who would benefit from MyahnArt's creative services. Referring clients to each other can enhance their service offerings without direct competition.

**Value Proposition:**

This referral relationship could lead to an estimated increase in client acquisition for both businesses, with potential revenue growth of \$5,000 each per quarter through referrals alone.

**Collaboration Example:**

Organize Design Create can refer a new restaurant client who needs a unique mural to MyahnArt. In the initial marketing strategy meeting, they present MyahnArt's portfolio, highlighting how a mural can enhance the restaurant's ambiance. MyahnArt completes the project, earning \$2,000, while Organize Design Create strengthens their relationship with the client by providing a comprehensive marketing solution.

**Synergy Potential:**

This partnership allows both businesses to leverage their networks and expertise, creating a seamless experience for clients who need both marketing support and creative design, making them a one-stop-shop for startups.

**Action Items:**

1. Develop a referral agreement outlining commission structures for each successful referral.
2. Create a shared promotional toolkit that includes case studies and testimonials for both businesses.
3. Host a joint networking event to introduce both client bases to the services provided by each business.

Value: MEDIUM

MUTUAL BENEFIT