

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