

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" JPO Logistics LLC

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

JPO Logistics LLC

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

REFERRAL 1/2

70% conf

JPO Logistics LLC !' Be Present Detalles

Reasoning:

JPO Logistics provides services that could be beneficial for Be Present Detalles' events, particularly in terms of freight logistics for event materials. Both businesses target distinct yet overlapping customer bases, which allows for effective referrals.

Value Proposition:

By referring clients to each other, JPO Logistics can gain access to Be Present Detalles' clientele of busy professionals looking for logistics solutions for their events, potentially increasing revenue from 5-10 new clients per month.

Collaboration Example:

Whenever Be Present Detalles organizes an event, they could refer their clients needing shipping for materials to JPO Logistics. For instance, if a client orders custom decorations from a supplier, Be Present could suggest JPO Logistics to handle the delivery, earning a referral fee for each successful transaction.

Synergy Potential:

This partnership is unique because Be Present Detalles can offer an additional layer of service to their clients, while JPO Logistics taps into a more niche market that requires logistical support for events, enhancing both brands' value propositions.

Action Items:

1. Schedule a meeting between Paulette and De'Ana to discuss referral terms and potential commission structures.
2. Develop a referral agreement outlining the benefits and responsibilities for both parties.
3. Create a promotional flyer that Be Present can share with clients that highlights JPO Logistics' services.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Be Present Detalles | JPO Logistics LLC

Reasoning:

Be Present Detalles could use JPO Logistics' services to manage the transportation of event materials, ensuring timely delivery and enhancing their service offerings. This creates a vendor relationship where B benefits from A's logistics expertise.

Value Proposition:

By engaging JPO Logistics for their events, Be Present Detalles can guarantee timely arrival of materials, enhancing client satisfaction and potentially increasing event budget margins by 10% through reliable logistics.

Collaboration Example:

If Be Present Detalles is organizing a wedding, they can contract JPO Logistics to transport floral arrangements and decor from various suppliers to the venue. This ensures everything arrives on time and intact, allowing Be Present to focus on event planning, while JPO earns a fee for their logistics services.

Synergy Potential:

This pairing is special because it allows Be Present to offer seamless logistics solutions as part of their event planning services, differentiating them from competitors who may not provide such integrated support.

Action Items:

1. Arrange a trial run where JPO Logistics handles the delivery for an upcoming event planned by Be Present.
2. Establish a pricing model that allows Be Present to offer JPO's services to their clients as part of a package deal.
3. Create a feedback loop for events where JPO can adjust their services based on Be Present's client experiences.

Value: MEDIUM

MUTUAL BENEFIT