

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” Tosh’s Urban Garden

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Tosh’s Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

VENDOR 1/2

75% conf

JPO Logistics LLC !” Tosh’s Urban Garden

Reasoning:

JPO Logistics could provide shipping and delivery services for Tosh’s Urban Garden's herbal products, ensuring timely and efficient delivery to health-conscious customers. This partnership would streamline Tosh's supply chain and potentially reduce shipping costs.

Value Proposition:

By utilizing JPO Logistics, Tosh’s Urban Garden could save 15% on shipping costs and improve customer satisfaction through faster delivery times.

Collaboration Example:

Tosh’s Urban Garden places an order for a batch of herbal products to be shipped to a wellness expo. JPO Logistics manages the entire shipping process, ensuring delivery by the event date. They charge Tosh \$200 for the service, while also gaining insight into the wellness market, positioning themselves for future partnerships.

Synergy Potential:

This pairing is unique as it combines logistics expertise with a niche health and wellness product, creating a streamlined process that caters specifically to eco-conscious consumers who value timely delivery.

Action Items:

1. Set up an introductory meeting between Paulette and Latachia to discuss logistics needs.
2. Draft a service agreement outlining shipping rates and timelines for Tosh's Urban Garden.
3. Plan a trial run for shipping a batch of products to evaluate efficiency and customer satisfaction.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Tosh's Urban Garden !' JPO Logistics LLC

Reasoning:

Tosh's Urban Garden and JPO Logistics target overlapping markets, with both serving health-conscious individuals and businesses. Tosh can refer JPO to other local businesses in the wellness industry needing logistics support.

Value Proposition:

Increasing referrals could lead to JPO securing new contracts, potentially increasing revenue by up to 20% as they tap into the wellness industry's growing demand.

Collaboration Example:

Tosh's Urban Garden hosts a local health fair and includes JPO Logistics in their promotional materials, directing attendees needing freight services to JPO. This generates leads for JPO, while Tosh strengthens community ties and enhances its event's value.

Synergy Potential:

This relationship stands out due to the shared commitment to health and eco-consciousness, allowing both businesses to leverage their networks for mutual growth while promoting sustainability.

Action Items:

1. Identify and compile a list of potential wellness businesses that could benefit from JPO's services.
2. Create promotional materials that highlight JPO's logistics capabilities for inclusion in Tosh's health fair.
3. Establish a referral tracking system to monitor the effectiveness of leads generated through Tosh.

Value: MEDIUM

MUTUAL BENEFIT