

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations !" MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

#### MyahnArt LLC

Contact: Myah Freeman  
Industry: Marketing & Design  
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### COLLABORATION 1/2

85% conf

#### Jazzi's Creations !" MyahnArt LLC

##### Reasoning:

Jazzi's Creations specializes in DIY workshops and personalized gifts, which align well with MyahnArt's custom artwork services. They can collaborate on events where attendees create crafts while enjoying live painting, enhancing the experience for both parties.

##### Value Proposition:

By hosting co-branded workshops, both businesses can reach new audiences, potentially increasing revenue by at least 20% through joint marketing efforts and shared customer bases.

##### Collaboration Example:

Jazzi's Creations hosts a special 'Art & Craft Night' where attendees create personalized gifts while MyahnArt provides live painting of a large mural in the studio. Each participant pays \$50 to join, and they collectively generate \$1,500 in revenue for the night. MyahnArt can also sell small custom portraits to participants, generating additional income.

##### Synergy Potential:

This partnership uniquely combines hands-on craft creation with live art, providing a distinctive customer experience that neither business could easily replicate alone. The artistic environment created by MyahnArt enhances the crafting atmosphere, making it more appealing to customers seeking unique social activities.

### Action Items:

1. Schedule a meeting to brainstorm the first event and establish logistics.
2. Develop a joint marketing plan that includes social media promotion and local advertising.
3. Set a date for the first 'Art & Craft Night' and create an online registration page.

Value: HIGH

MUTUAL BENEFIT

### VENDOR 2/2

70% conf

MyahnArt LLC | Jazzi's Creations

### Reasoning:

MyahnArt can provide artistic design services for Jazzi's Creations, such as custom mural designs or promotional artwork for workshops, enhancing Jazzi's brand image and offerings.

### Value Proposition:

By utilizing MyahnArt's services for visual branding, Jazzi's Creations can elevate its workshop experiences and promotional materials, potentially increasing customer retention and attracting new clients, leading to a revenue increase of 15%.

### Collaboration Example:

Jazzi's Creations commissions MyahnArt to design a vibrant mural for the DIY studio that reflects the creativity and fun of their workshops. This mural attracts more foot traffic and social media shares, leading to a 30% increase in workshop sign-ups over the next quarter.

### Synergy Potential:

The combination of Jazzi's hands-on craft focus with MyahnArt's visual artistry creates a compelling environment that draws in customers looking for both creativity and aesthetic appeal. This partnership enhances the customer experience in a way that purely functional services cannot.

### Action Items:

1. Discuss specific mural themes that resonate with Jazzi's brand identity.
2. Establish a timeline for mural completion and promotional rollout.
3. Plan a launch event for the new mural to drive engagement and awareness.

Value: MEDIUM

MUTUAL BENEFIT