

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” Simple

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

### COLLABORATION 1/2

85% conf

#### Celebrate & Smile International Steppers !” Simple Creations By T

##### Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which could be complemented by Simple Creations By T's personalized gifts. Collaborating on workshops or events where participants create custom gifts while learning dance could engage both audiences effectively.

##### Value Proposition:

By partnering, Celebrate & Smile could increase engagement in their workshops by 30%, while Simple Creations could boost sales by offering unique, dance-themed gifts, potentially generating an additional \$1,000 in monthly revenue.

##### Collaboration Example:

Celebrate & Smile hosts a 'Dance & Create' event, where participants learn a fun dance routine and simultaneously design custom t-shirts and accessories with Simple Creations. For example, couples attending a Valentine's Day workshop could create matching shirts with their dance routine printed on them, enhancing their experience and driving sales for Simple Creations. Each event could attract 20-30 attendees, providing both businesses with significant exposure and revenue.

##### Synergy Potential:

This partnership uniquely combines the expressive nature of dance with personalized gifting, creating memorable experiences that resonate with clients, particularly those celebrating milestones or corporate team-building events.

### Action Items:

1. Schedule a meeting between Tiffany and Tiana to brainstorm potential event formats by next week.
2. Create a draft plan for the 'Dance & Create' event, including logistics, pricing, and marketing strategies.
3. Develop a promotional campaign targeting local businesses and organizations to attract participants for the event.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Simple Creations By T! Celebrate & Smile International Steppers

### Reasoning:

Simple Creations By T serves individuals and organizations celebrating milestones, which aligns well with Celebrate & Smile's target market of couples and companies looking to enhance employee relations. Referrals could be mutually beneficial as both businesses target similar demographics.

### Value Proposition:

Simple Creations could refer clients looking for unique gifts to Celebrate & Smile, potentially increasing Celebrate's clientele by 20%, while Celebrate could direct clients seeking personalized gifts to Simple Creations, boosting their sales by 15%.

### Collaboration Example:

When a couple orders a custom gift for their anniversary from Simple Creations, Tiana could recommend Celebrate & Smile's dance workshops as a unique experience to complement their gift. Conversely, if a company books a team-building dance session, Tiffany could suggest custom branded items from Simple Creations for the employees as a takeaway, increasing both businesses' visibility.

### Synergy Potential:

The pairing of personalized gifts with experiential dance workshops creates a comprehensive celebration package that enhances customer satisfaction and loyalty, making it more appealing than generic referrals.

### Action Items:

1. Establish a referral program with incentives for both businesses to encourage cross-promotion.
2. Create co-branded marketing materials that highlight the combined offerings for distribution at each business's locations.
3. Set up a monthly check-in to evaluate referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT