

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative!" Jazzi's Creations

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

75% conf

Jazzi's Creations!" IV Creative

#### Reasoning:

Jazzi's Creations can leverage IV Creative's content creation services to enhance their marketing efforts, while IV Creative can utilize Jazzi's unique DIY offerings for engaging content. Both businesses can benefit from a partnership that showcases their strengths to their respective audiences.

#### Value Proposition:

By collaborating on a series of creative workshops promoted through IV Creative's marketing channels, Jazzi's Creations could increase workshop attendance by 30%, leading to an additional revenue of \$1,500 per month.

#### Collaboration Example:

Jazzi's Creations and IV Creative could launch a 'Craft & Create' event series, where IV Creative films a promotional video of Jazzi's hands-on craft workshops. Participants would create custom holiday decorations while being filmed for the video. The resulting content can be used by both businesses for future marketing, plus Jazzi earns \$500 per event and IV Creative gains portfolio material.

#### Synergy Potential:

This pairing is unique because Jazzi's Creations offers hands-on experiences that can be visually captivating for marketing content, making IV Creative's services particularly effective in showcasing these activities.

### Action Items:

1. Set up an initial meeting to brainstorm potential workshop themes and marketing strategies.
2. Develop a marketing plan that outlines promotional strategies for the 'Craft & Create' event series.
3. Schedule the first workshop and determine the filming logistics with IV Creative.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

IV Creative | Jazzi's Creations

### Reasoning:

Both businesses target local Jacksonville customers, particularly business owners and families, without being direct competitors. IV Creative can refer clients looking for unique corporate gifts or team-building activities to Jazzi's Creations.

### Value Proposition:

IV Creative can enhance their service offerings by providing referrals to Jazzi's Creations, potentially increasing their client retention by 20% as businesses appreciate comprehensive support.

### Collaboration Example:

IV Creative could recommend Jazzi's Creations for a client seeking customized gifts for their employees during the holidays. This referral could lead to a \$1,000 order for Jazzi, and IV Creative would enhance their relationship with the client by providing added value.

### Synergy Potential:

The synergy lies in combining IV Creative's marketing expertise with Jazzi's creative offerings, creating a one-stop solution for local businesses looking to enhance employee engagement through personalized gifts and workshops.

### Action Items:

1. Create a referral program where IV Creative earns a small commission for every client they refer to Jazzi's Creations.
2. Develop promotional materials that IV Creative can share with their clients to highlight Jazzi's offerings.
3. Schedule a joint networking event for local businesses to showcase both companies and their services.

Value: MEDIUM

MUTUAL BENEFIT