

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” Organize Design Create

2 Relationships Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

### REFERRAL 1/2

80% conf

## JPO Logistics LLC !” Organize Design Create

#### Reasoning:

JPO Logistics serves shippers and owner-operators who are likely in need of marketing services to grow their businesses. In turn, Organize Design Create's target market includes entrepreneurs and small businesses who may require logistics services for shipping their products.

#### Value Proposition:

By referring clients to each other, both businesses can tap into new customer bases, potentially increasing revenue by 15% through cross-referrals.

#### Collaboration Example:

JPO Logistics could refer its clients who need marketing help to Organize Design Create, while Organize could recommend JPO to its startup clients who need reliable freight services. For instance, if a startup in Organize's network needs to ship products for a promotional event, JPO could handle the logistics, and in return, Organize would help the same startup create an effective marketing campaign, generating an estimated \$2,000 in fees for both businesses.

#### Synergy Potential:

This partnership uniquely combines logistics and marketing expertise, creating a comprehensive support system for startups and small businesses that are often overwhelmed by both shipping and marketing needs.



**Action Items:**

1. Schedule a meeting between Paulette and Victoria to discuss referral strategies.
2. Create a referral form or document outlining the services each business offers for easy sharing.
3. Launch a joint marketing campaign promoting the combined services to their respective customer bases.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Organize Design Create !' JPO Logistics LLC

**Reasoning:**

Organize Design Create caters to startups and small businesses that may require logistics solutions for shipping their products or materials. In this way, they can refer clients to JPO Logistics.

**Value Proposition:**

By establishing a referral system, Organize Design Create can enhance its service offerings, adding value for clients while earning a commission on referred logistics contracts, potentially increasing revenue by 10%.

**Collaboration Example:**

If a small business client of Organize Design Create launches an online store and needs shipping solutions, Victoria can refer them to JPO Logistics for freight services. This not only ensures that the client receives reliable logistics support but also allows Organize to earn a referral fee for each successful contract, estimating an additional \$1,500 in annual revenue from just a few referrals.

**Synergy Potential:**

The synergy lies in the ability to provide a holistic service offering—marketing and logistics—allowing clients to streamline their operations and focus on growth.

**Action Items:**

1. Develop a referral agreement that outlines the terms of collaboration.
2. Host a joint webinar to educate potential clients on the importance of integrated logistics and marketing.
3. Create promotional material that highlights the benefits of using both services, emphasizing case studies of successful partnerships.

Value: MEDIUM

MUTUAL BENEFIT