

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

PARTNER 1/2

80% conf

Be Present Detalles!" Simple Creations By T

Reasoning:

Both businesses target similar demographics, with Be Present Detalles focusing on events and experiences while Simple Creations By T specializes in custom gifts. This partnership could enhance the overall customer experience by combining event planning with personalized gift offerings.

Value Proposition:

By collaborating, they could create unique event packages that include personalized gifts, potentially increasing revenue by 20% during peak seasons like holidays and anniversaries.

Collaboration Example:

Be Present Detalles could offer a 'Romantic Evening Package' that includes an event planning service for a special date night, along with custom gifts from Simple Creations By T, such as personalized wine glasses or keepsake boxes. For instance, a couple booking an anniversary dinner through Be Present Detalles would receive a custom gift from Simple Creations, resulting in a seamless experience and generating \$1,500 in combined revenue for both businesses.

Synergy Potential:

This partnership stands out because it combines event expertise with personalized gifting, creating a holistic service that enhances customer satisfaction in both sectors, setting them apart from others who may only provide one service.

Action Items:

1. Schedule a joint meeting to brainstorm potential event packages that include custom gifts.
2. Develop a marketing strategy that highlights the unique offerings of the collaboration, targeting busy professionals and couples.
3. Launch a promotional campaign around an upcoming holiday or event, featuring bundled services to attract customers.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! Be Present Detalles

Reasoning:

Both businesses cater to similar customer bases, with Simple Creations focusing on personalized gifts and Be Present Detalles specializing in events. They can refer clients to each other without competing directly, increasing their client bases.

Value Proposition:

The referral system could drive additional sales, with each business potentially increasing their customer base by 15%, leading to an estimated additional revenue of \$10,000 annually from referrals alone.

Collaboration Example:

When clients of Simple Creations By T order custom gifts for an event, Tiana could recommend Be Present Detalles for planning the event, ensuring the gifts are integrated into the experience, like having a custom gift reveal during a birthday party. This creates a win-win situation where Be Present Detalles gains new clients for their event planning services.

Synergy Potential:

The unique synergy lies in their shared focus on celebrations; by referring clients to one another, they enhance the customer experience and build a community of celebration-oriented services that complement each other perfectly.

Action Items:

1. Create a referral agreement outlining commission structures for each client referred.
2. Develop joint marketing materials that showcase both businesses and their offerings.
3. Implement a tracking system to monitor the success of the referral program and adjust as necessary.

Value: MEDIUM

MUTUAL BENEFIT