

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !" MyahnArt LLC

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

## COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers !" MyahnArt LLC

### Reasoning:

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, making them an ideal partner for MyahnArt LLC, which specializes in creative services. Together, they can create unique events that combine dance performances with live art, enhancing the overall experience.

### Value Proposition:

This collaboration could generate additional revenue from event packages, potentially earning \$2,000-\$5,000 per event while attracting new clientele from each other's markets.

### Collaboration Example:

Imagine a corporate event where Celebrate & Smile conducts a dance workshop for employees, followed by MyahnArt creating a live mural based on the theme of teamwork. This engaging experience not only entertains but also visually represents the company culture, leading to happier employees and increased client satisfaction. They could split the revenue from the event, maximizing their profits while elevating the client's brand image.

### Synergy Potential:

The unique pairing of dance and live art creates an immersive experience that cannot be easily replicated by traditional event services. This combination will enhance the aesthetic and emotional impact of corporate events, setting them apart in the marketplace.

**Action Items:**

1. Schedule a brainstorming session to outline potential event themes and formats.
2. Develop a joint marketing strategy to promote the new event packages to their respective clientele.
3. Create a promotional video showcasing a mock event to attract interest from potential corporate clients.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

MyahnArt LLC !' Celebrate & Smile International Steppers

**Reasoning:**

Both businesses target audiences that value creativity and enhancement, with Celebrate & Smile focusing on community/employee engagement and MyahnArt serving businesses seeking aesthetic improvement. They can refer clients to each other without competing.

**Value Proposition:**

Each business can potentially increase their client base by 10-20% through mutual referrals, leading to increased sales opportunities.

**Collaboration Example:**

MyahnArt could refer corporate clients looking to enhance office aesthetics to Celebrate & Smile for team-building dance workshops. For instance, a tech firm looking to improve employee morale could benefit from both a mural and a dance workshop, leading to a more cohesive workspace and happier employees.

**Synergy Potential:**

The combination of visual arts and performing arts creates a well-rounded enhancement package that addresses both physical space and employee engagement, appealing to a broader audience than either business could reach alone.

**Action Items:**

1. Create a referral program that incentivizes each business to send clients to the other.
2. Develop joint marketing materials that showcase the benefits of both services for businesses.
3. Host a networking event for their clients to introduce the referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT