

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

COLLABORATION 1/2

85% conf

MyahnArt LLC !” Simple Creations By T

Reasoning:

MyahnArt LLC specializes in custom artwork, which aligns well with the personalized gifts offered by Simple Creations By T. They can create unique, themed art pieces that enhance Simple Creations' gift offerings, appealing to their target market's desire for memorable keepsakes.

Value Proposition:

By collaborating, they can increase sales by 30% during holiday seasons through bundled offerings, attracting customers looking for unique gifts that combine art and personalization.

Collaboration Example:

MyahnArt LLC could create a line of themed murals or artwork that can be featured on Simple Creations' custom apparel. For instance, during an upcoming local festival, they could set up a booth where Myah creates live art that reflects the festival's theme, while Tiana offers custom apparel featuring that same artwork. This approach could draw in crowds, increase sales at the event, and enhance customer experience for both businesses.

Synergy Potential:

This partnership is unique because it merges creative artistry with personalized gifting, allowing customers to not only give gifts but also create an immersive experience that is visually compelling and memorable.

Action Items:

1. Schedule a meeting next week to brainstorm potential themes for collaboration.
2. Create a promotional strategy for the upcoming local festival, including social media campaigns.
3. Develop a prototype for the collaborative product line to showcase at the festival.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! MyahnArt LLC

Reasoning:

Both businesses target individuals looking for unique, personalized products, but they cater to different aspects of customer needs. Simple Creations can refer clients seeking artistic enhancements for their events to MyahnArt, while MyahnArt can refer clients interested in custom gifts to Simple Creations.

Value Proposition:

This referral relationship could increase customer acquisition by 20% for both businesses, as they tap into each other's client bases without competing directly.

Collaboration Example:

When a client approaches Simple Creations asking for personalized gifts for a corporate event, Tiana can refer them to MyahnArt for mural services, creating an engaging environment for the event. Simultaneously, if a client of MyahnArt desires custom gifts for guests at an event, Myah can direct them to Simple Creations, fostering a continuous flow of referrals.

Synergy Potential:

This pairing is unique as it connects two creative industries that complement each other perfectly; while one focuses on custom gifts, the other enhances the aesthetic experience, making events more memorable.

Action Items:

1. Create a referral program with incentives for both businesses to encourage cross-referencing.
2. Develop joint marketing materials that promote both services together.
3. Host a networking event where both businesses can showcase their offerings to potential clients.

Value: MEDIUM

MUTUAL BENEFIT