

BUSINESS RELATIONSHIP ANALYSIS

J P O L o g i s t i c s L L C ! " S o u l f i t n e s s S t u d i o H e a l t h a n

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

J P O L o g i s t i c s L L C ! " S o u l f i t n e s s S t u d i o H e a l t h a n d w e l l n e s s c e n t e r

Reasoning:

JPO Logistics serves shippers and owner operators who may also be interested in health and wellness services. By referring clients who are in need of health-related support, JPO can enhance its service offerings and provide value to its clients.

Value Proposition:

Increased customer satisfaction and loyalty for JPO, leading to potential revenue growth as they tap into clients' wellness needs.

Collaboration Example:

JPO Logistics could refer owner operators who frequently travel and may need health and wellness solutions to Soulfitness Studio. For instance, if a truck driver is seeking ways to maintain their health while on the road, JPO can provide a referral for tailored meal plans and fitness classes at Soulfitness. This could generate a commission for JPO on each referred customer, enhancing their revenue.

Synergy Potential:

Both businesses operate in industries where health is crucial. By combining logistics with wellness, they create a unique value proposition that addresses the holistic needs of their target markets.

Action Items:

1. Schedule an introductory meeting between Paulette and Janice to discuss referral opportunities.
2. Create a referral agreement outlining commission structures and tracking methods.
3. Develop a joint marketing campaign targeting owner operators highlighting the health benefits available through Soulfitness.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Soulfitness Studio Health and wellness center !' JPO Logistics LLC

Reasoning:

Soulfitness Studio caters to individuals focused on health, many of whom may also be owner operators that require logistics services. Referring these clients can create a mutually beneficial relationship.

Value Proposition:

Increased client base for JPO Logistics through referrals from health-focused individuals, potentially leading to a new segment of clients in need of freight services.

Collaboration Example:

Soulfitness Studio could refer its clients, particularly those who are owner operators, to JPO Logistics for their shipping needs. For example, if a fitness enthusiast who owns a health food product line is looking to ship their products, Soulfitness can direct them to JPO, creating a revenue stream through referral fees.

Synergy Potential:

The partnership combines the logistics needs of health-conscious individuals with the services of a wellness center, enabling both businesses to address the full spectrum of their clients' needs.

Action Items:

1. Facilitate a meeting between Janice and Paulette to explore how referrals will work.
2. Design a system for tracking referrals between the two businesses to ensure accountability and transparency.
3. Create promotional materials that highlight the referral relationship and its benefits to clients.

Value: MEDIUM

MUTUAL BENEFIT