

BUSINESS RELATIONSHIP ANALYSIS

J P O L o g i s t i c s L L C !” O r g a n i z e D e s i g n C r e a t e

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

J P O L o g i s t i c s L L C !” O r g a n i z e D e s i g n C r e a t e

Reasoning:

JPO Logistics LLC serves shippers and owner operators, who may often need marketing services to promote their logistics and transportation offerings. Organize Design Create specializes in marketing for small businesses, making it a good match for referrals between the two.

Value Proposition:

By referring clients to each other, both businesses can increase their client base and potentially generate additional revenue, estimated at a 15-20% increase in customer acquisition for both parties.

Collaboration Example:

Whenever JPO Logistics secures a new client in need of logistics services, they can refer them to Organize Design Create for marketing support, such as creating a brand identity or social media strategy. In return, Organize Design Create can refer startups that require logistics support to JPO. This could lead to mutual referrals generating around \$10,000 in additional revenue for each business over the next quarter.

Synergy Potential:

This pairing is unique because JPO Logistics can enhance the visibility and market presence of their clientele through Organize Design Create's specialized marketing services, which is a niche that many logistics companies lack.

Action Items:

1. Schedule a meeting between Paulette Orr and Victoria Price to discuss referral strategies.
2. Create a referral agreement outlining the commission structure for each referred client.
3. Develop a joint marketing campaign to promote the referral program on social media.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

75% conf

Organize Design Create | JPO Logistics LLC

Reasoning:

Organize Design Create can provide marketing services to JPO Logistics, helping them establish a stronger online presence and attract more shippers and owner operators.

Value Proposition:

By implementing targeted marketing strategies, JPO Logistics could see a 25% increase in inquiries, translating to approximately \$50,000 in additional revenue from new contracts.

Collaboration Example:

Organize Design Create can design a targeted digital marketing campaign for JPO Logistics, focusing on SEO and social media ads to reach shippers. For instance, they could create a series of ads showcasing JPO's timely and reliable freight services, aiming to attract 10 new clients within three months, potentially generating an additional \$20,000 in revenue for JPO.

Synergy Potential:

This pairing stands out because it combines logistics expertise with marketing acumen, allowing JPO to not just deliver services but to position itself as a thought leader in the logistics industry with a strong brand presence.

Action Items:

1. Organize a workshop to identify JPO's marketing goals and target audience.
2. Develop a digital marketing strategy proposal for JPO Logistics.
3. Launch the campaign with a tracked performance metric to evaluate success.

Value: HIGH

MUTUAL BENEFIT