

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations!" Organize Design Create

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

#### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

### COLLABORATION 1/2

85% conf

## Jazzi's Creations!" Organize Design Create

#### Reasoning:

Jazzi's Creations can provide personalized gifts that Organize Design Create can use in their marketing campaigns. Collaborating on workshops or events can enhance their visibility and client engagement, as both businesses cater to similar target markets.

#### Value Proposition:

By collaborating, both businesses can tap into each other's customer bases, potentially increasing sales by 20% through joint events and marketing efforts.

#### Collaboration Example:

Organize Design Create can partner with Jazzi's Creations to host a quarterly DIY craft and marketing workshop. For example, at a local community center, they could offer a Saturday event where attendees create personalized gifts while learning marketing tips from Victoria. Participants pay \$50 each, and with 30 attendees, Jazzi earns \$1,500, while Victoria promotes her services and gains new clients.

#### Synergy Potential:

This partnership uniquely combines marketing expertise with hands-on creativity, appealing to businesses and families looking for both branding solutions and engaging activities.

### Action Items:

1. Set a meeting to discuss potential workshop dates and formats.
2. Create a joint marketing plan for the workshop, utilizing both companies' social media channels.
3. Develop a promotional package that includes discounts for attendees who sign up for services from both businesses.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Organize Design Create !' Jazzi's Creations

#### Reasoning:

Both businesses have overlapping target markets, and Organize Design Create can refer clients needing corporate gifts or team-building events to Jazzi's Creations. This mutual referral system can enhance client offerings without direct competition.

#### Value Proposition:

Increased lead generation through referrals, with potential revenue growth of 15% as both businesses can recommend trusted partners to their clients.

#### Collaboration Example:

When Organize Design Create is working with a startup looking for promotional materials, Victoria can refer them to Jazzi's Creations for customized gifts. For example, while designing a marketing strategy for the startup, they need 100 branded tote bags; Victoria connects them with Jazzi, who fulfills the order, earning \$1,200 while Victoria strengthens her relationship with the startup.

#### Synergy Potential:

This referral relationship leverages the trust already established by Organize Design Create with its clients, ensuring Jazzi's Creations gains clients who are more likely to value personalized gifts.

### Action Items:

1. Create a referral agreement outlining the terms and benefits for both parties.
2. Develop a shared document to track referrals and ensure follow-up with referred clients.
3. Schedule monthly check-ins to evaluate the effectiveness of the referral program and adjust as necessary.

Value: MEDIUM

MUTUAL BENEFIT