

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !" Simple

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

### COLLABORATION 1/2

85% conf

#### Celebrate & Smile International Steppers !" Simple Creations By T

##### Reasoning:

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, while Simple Creations By T offers custom gifts and keepsakes. They can collaboratively create a unique team-building event where participants engage in dance and receive personalized gifts, enhancing both employee morale and brand visibility.

##### Value Proposition:

By partnering for events, both businesses can access each other's target markets, potentially increasing revenue by 20% during collaborative events.

##### Collaboration Example:

Next week, Celebrate & Smile could host a 'Dance & Create' event where 30 employees from a local company participate in a dance workshop followed by a session creating custom t-shirts designed by Simple Creations. Each participant leaves with a keepsake t-shirt that commemorates the event, generating around \$750 for Simple Creations and enhancing Celebrate & Smile's reputation as a corporate wellness provider.

##### Synergy Potential:

The unique synergy lies in combining the art of dance with personalized keepsakes, creating memorable experiences that resonate emotionally with participants and encourage repeat business.

**Action Items:**

1. Schedule a meeting between Tiffany Barksdale and Tiana Harris to discuss event logistics.
2. Identify a local company interested in hosting a team-building event and secure their participation.
3. Create promotional materials highlighting the 'Dance & Create' event to share on social media and via email marketing.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Simple Creations By T! Celebrate & Smile International Steppers

**Reasoning:**

Simple Creations By T serves individuals and organizations celebrating milestones, which overlaps with Celebrate & Smile's target market of companies looking to enhance employee relations. They can refer clients to each other for events and gifts.

**Value Proposition:**

Each referral can lead to new clients, enhancing revenue for both businesses by approximately 15% through cross-promotion.

**Collaboration Example:**

When Simple Creations receives an order for custom gifts for a corporate event, they can refer the client to Celebrate & Smile for a dance workshop to enhance the event's engagement. If the workshop leads to a booking, both businesses split the revenue, creating a win-win scenario.

**Synergy Potential:**

The pairing is unique because it combines creative arts with personalized gifts, allowing for distinctive experiences that cater to both emotional and celebratory aspects of corporate events.

**Action Items:**

1. Develop a referral program that incentivizes each business for successful client introductions.
2. Create joint marketing materials that outline the benefits of combining dance workshops with custom gifts for corporate events.
3. Set up a quarterly review to evaluate referral successes and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT