

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Jazz

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

85% conf

Jazzi's Creations !' Celebrate & Smile International Steppers

Reasoning:

Jazzi's Creations and Celebrate & Smile International Steppers can create a unique event that combines crafting and dance. This collaboration would appeal to both their target markets by offering a fun, interactive experience that enhances both creativity and physical wellness.

Value Proposition:

By hosting joint workshops, they could attract clients looking for unique team-building experiences, potentially increasing revenue by 20% per event through combined ticket sales and shared marketing efforts.

Collaboration Example:

Jazzi's Creations could host a 'Craft and Dance Party' where attendees create personalized gifts while learning simple dance routines from Celebrate & Smile. For example, a local company could send 30 employees to this event for a day, paying \$1,000 for tickets. Jazzi provides the craft supplies and guidance, while Celebrate & Smile leads the dance segments, creating a memorable team-building day. Both businesses can market this as a unique corporate experience.

Synergy Potential:

The combination of crafting and dance not only appeals to different senses but also fosters creativity and teamwork, making the partnership more engaging than typical workshops that focus on one skill. This unique blend can attract a wider audience.

Action Items:

1. Schedule a meeting to brainstorm ideas for the 'Craft and Dance Party'.
2. Develop a joint marketing strategy to promote the event to local businesses.
3. Create a detailed proposal outlining the event logistics, pricing, and potential outcomes.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers !' Jazzi's Creations**Reasoning:**

Celebrate & Smile International Steppers serves companies looking to enhance employee relations, which aligns well with Jazzi's Creations' offerings for team-building workshops and personalized gifts.

Value Proposition:

By referring their clients to Jazzi's Creations for customized gifts after a dance event, Celebrate & Smile could provide added value to their workshops, while Jazzi gains new customers looking for corporate gifts.

Collaboration Example:

After hosting a successful employee dance workshop, Celebrate & Smile could recommend Jazzi's Creations to the company for personalized thank-you gifts for participants. For instance, if a company orders 50 custom mugs at \$10 each, Jazzi earns \$500 while Celebrate & Smile enhances their service offering.

Synergy Potential:

The referral relationship creates a win-win situation where Celebrate & Smile enhances its value proposition by offering tangible takeaways while Jazzi's Creations gains access to corporate clients who value employee engagement.

Action Items:

1. Create a referral document outlining services and benefits for each business.
2. Set up a referral agreement to formalize the relationship.
3. Share client success stories to promote the benefits of referrals.

Value: MEDIUM

MUTUAL BENEFIT