

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Jazzi's Creations

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

80% conf

Jazzi's Creations!" Be Present Detalles

Reasoning:

Jazzi's Creations and Be Present Detalles can leverage their strengths by co-hosting events that combine personalized crafts with curated experiences. This collaboration maximizes exposure to both customer bases and enhances the offerings available to clients.

Value Proposition:

By partnering on events, both businesses can increase their reach to busy professionals and families, potentially generating an additional \$2,000 in revenue per event through combined ticket sales and upselling personalized gift options.

Collaboration Example:

Jazzi's Creations and Be Present Detalles organize a weekend 'Craft & Wine Experience' where attendees create personalized wine glasses with guided instruction by Jasmyne. De'Ana handles the event logistics, providing wine and refreshments. They market the event for \$75 per participant, and with 40 attendees, they could earn \$3,000 while splitting costs for materials and venue.

Synergy Potential:

The unique synergy lies in Jazzi's focus on DIY crafts and Be Present's expertise in creating memorable experiences, allowing them to offer a distinctive product that blends creativity with enjoyment, appealing to both families and professionals.

Action Items:

1. Schedule a brainstorming meeting to outline potential event themes and logistics.
2. Develop a marketing plan that highlights the unique aspects of the joint offerings.
3. Define profit-sharing arrangements and responsibilities for each business during the event.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles | Jazzi's Creations

Reasoning:

Both businesses target similar demographics—busy professionals and families—but do not directly compete. Be Present Detalles can recommend Jazzi's Creations for personalized gifts and workshops, enhancing their service offerings.

Value Proposition:

Be Present Detalles can earn a referral fee for each client they send to Jazzi's, potentially increasing their revenue by 15% as they enhance the value they provide to clients looking for gifts.

Collaboration Example:

When De'Ana is planning a romantic event or a corporate get-together, she can refer clients to Jazzi's for customized gift options, such as personalized keepsakes or craft workshops. For every successful referral, Jazzi's can offer a 10% commission, creating a win-win financial incentive.

Synergy Potential:

This relationship enhances customer satisfaction by providing a more comprehensive service package—event planning combined with personalized gifting—making both businesses indispensable to their clients.

Action Items:

1. Create a referral agreement outlining commission structures and expectations.
2. Develop a joint marketing flyer showcasing both businesses' offerings.
3. Hold a joint networking event to introduce clients to both services.

Value: MEDIUM

MUTUAL BENEFIT