

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create!" The P-Way Solution

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price
Industry: Marketing & Design
Marketing for entrepreneurs, non-profits, and small businesses.

The P-Way Solutions LLC

Contact: Pervis Lowman
Industry: Real Estate
Commercial Janitorial Services

REFERRAL 1/2

80% conf

The P-Way Solutions LLC ! Organize Design Create

Reasoning:

The P-Way Solutions LLC provides commercial janitorial services to businesses, while Organize Design Create focuses on marketing for small businesses. They both target small to medium-sized enterprises, which positions them well for cross-referrals without competing directly.

Value Proposition:

Increased client acquisition through referrals, potentially generating an additional \$10,000 in revenue for each business over the next quarter.

Collaboration Example:

After a successful referral, The P-Way Solutions receives a referral from Organize Design Create for a startup needing janitorial services. The startup, having just partnered with Organize Design Create, hires The P-Way Solutions for a bi-weekly cleaning service. In return, The P-Way Solutions refers the startup back to Organize Design Create for their marketing needs, facilitating a mutual flow of clients.

Synergy Potential:

This partnership uniquely leverages their overlapping target market of small businesses, allowing them to create a robust referral network that enhances service accessibility for clients.

Action Items:

1. Develop a referral agreement outlining compensation for each referral made.
2. Host a joint networking event targeting local businesses to promote both services.
3. Create a co-branded marketing campaign highlighting the benefits of using both services for small business efficiency.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Organize Design Create | The P-Way Solutions LLC

Reasoning:

Organize Design Create could benefit from utilizing The P-Way Solutions for their own office cleaning needs, ensuring a clean and professional environment which is critical for their branding.

Value Proposition:

By hiring The P-Way Solutions, Organize Design Create can ensure a pristine office, enhancing client impressions and potentially increasing client retention by 15%.

Collaboration Example:

Organize Design Create contracts The P-Way Solutions for weekly cleaning services. This not only ensures a clean workspace for their team but also showcases The P-Way Solutions' effectiveness to potential clients visiting their office, leading to at least two new client contracts within the first month.

Synergy Potential:

This partnership enhances Organize Design Create's brand image while providing The P-Way Solutions the opportunity to showcase their work in a high-visibility environment, reinforcing the value of both services.

Action Items:

1. Schedule an initial meeting to discuss service packages and pricing.
2. Set a trial period for weekly cleaning services to assess satisfaction.
3. Create a feedback loop where Organize Design Create can provide testimonials about The P-Way Solutions' services.

Value: MEDIUM

MUTUAL BENEFIT