

Jazzi's Creations

Events & Gifts

DIY Craft Studio & Personalized Gift Shop

Contact Information

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TARGET MARKET

Business looking for promo swag & gifts and team building workshops.. Families w/children...Busy woman wanting to connect w/friends.

CURRENT NEEDS

Capital, corporate connection, accountant/finance mgr

Partnership Opportunities (47)

1. IV Creative

85% | Bidirectional

Marketing & Design

WHAT THEY PROVIDE (Referral)

IV Creative serves local businesses that could benefit from the personalized gift offerings of Jazzi's Creations without competing directly. Referring clients to Jazzi can add value to IV's service portfolio.

Value: By referring clients to Jazzi, IV Creative can enhance its service offerings and potentially earn a referral fee, while Jazzi gains new customers for its personalized gifts and crafting workshops.

WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations and IV Creative can collaborate on creating unique marketing materials for local businesses. By utilizing Jazzi's craft skills and IV's design expertise, they can create personalized promotional items that stand out in the local market.

Value: This partnership could generate additional revenue through joint offerings of customized marketing products, potentially increasing sales by 20% for both businesses.

Partnership Scenario:

Jazzi's Creations can design and produce a series of customized, DIY craft kits for IV Creative's clients as promotional gifts for their marketing campaigns. For example, if IV Creative is launching a new local café brand, they can collaborate with Jazzi to create DIY kits that include branding materials, which can be gifted to local influencers. They split the revenue from kit sales, enhancing both their portfolios and increasing local visibility.

Ø<ß Unique Synergy:

The unique synergy lies in merging Jazzi's hands-on crafting expertise with IV's digital marketing skill set, creating a more engaging customer experience that traditional marketing lacks. This allows both businesses to tap into a niche market of personalized, creative promotional solutions.

Next Steps:

1. Schedule a brainstorming session to outline potential joint products and services.
2. Develop a marketing plan to promote the new DIY craft kits to local businesses.
3. Set up a trial collaboration with a selected local business to test the DIY kit concept.

2. Genuines Coaching & Consulting

85% | Bidirectional

Technology

!• WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves business owners and corporate executives, many of whom could benefit from Jazzi's personalized gift offerings for client appreciation or employee rewards.

Value: Genuines can earn a referral fee of 10% for each client they direct to Jazzi, which can lead to \$250-\$500 per month in additional revenue based on referral volume.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can provide engaging DIY craft workshops for Genuines Coaching & Consulting's corporate clients to enhance team-building experiences. This collaboration leverages Jazzi's expertise in crafting with Genuines' focus on coaching, creating a unique offering that both can market.

Value: Each workshop can generate \$500 in revenue for Jazzi, while Genuines can charge clients a premium for a more interactive and engaging team-building experience, potentially increasing their service rates by 20%.

Ø=Ü Partnership Scenario:

Genuines plans a quarterly retreat for a corporate client, where Jazzi's Creations leads a 3-hour workshop on creating custom, branded merchandise. Employees design their own stress balls and mugs, which they can take home, while Jazzi earns \$500 for the workshop and Genuines enhances their client offering with a memorable, hands-on activity.

Ø<ß Unique Synergy:

Combining Jazzi's creative craft approach with Genuines' coaching expertise offers a unique blend of fun and professional development, making their collaboration stand out in a market often dominated by traditional training methods.

Next Steps:

1. Schedule an introductory meeting to discuss potential workshop themes and logistics.
2. Develop a joint marketing plan to promote the team-building workshops targeting corporate clients.
3. Create a feedback loop post-workshop to assess engagement and gather testimonials for future marketing.

3. Tosh's Urban Garden

85% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, and Jazzi's Creations can refer customers looking for wellness gifts to Tosh's Urban Garden. This exchange can enhance customer satisfaction and increase sales for both parties.

Value: By referring customers, both businesses can expect a 15% increase in sales from cross-referred clients, potentially generating an additional \$500 monthly revenue.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can leverage Tosh's Urban Garden's expertise in health and wellness by creating personalized herbal tea kits for their DIY craft workshops. This collaboration can attract health-conscious individuals to Jazzi's events while providing Tosh's products with an engaging platform.

Value: Increasing customer base for both businesses by 30% through the introduction of themed workshops and products, leading to an estimated additional revenue of \$1,500 per month from craft workshops.

Ø=Ü Partnership Scenario:

Jazzi's Creations hosts a 'Wellness Wednesday' event where participants create personalized tea blends using Tosh's herbal products. Each participant pays \$60 for the workshop, and Tosh provides the herbal ingredients, earning \$20 per kit sold. They split the profits from the event, creating a unique experience that promotes both businesses.

Ø<ß Unique Synergy:

This partnership is unique because it merges the creative craft experience with health and wellness, attracting a diverse audience that values both artistic expression and healthy living, which is not commonly found in typical collaborations.

Next Steps:

1. Schedule a meeting between Jasmyne and Latachia to brainstorm workshop ideas.
2. Develop a marketing plan highlighting the 'Wellness Wednesday' event, targeting both customer bases.
3. Create a prototype of the personalized tea kits to showcase during the first workshop.

4. The Collective Om

85% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

The Collective Om serves small businesses and individuals focused on self-growth, which overlaps with Jazzi's Creations' target market of businesses looking for promotional gifts and team-building activities. They can refer clients to each other without competing.

Value: By referring clients to Jazzi's for team-building workshops and personalized gifts, The Collective Om can enhance its service offering while earning a referral fee, potentially increasing revenue by 15%. Jazzi's can access new clients that are already interested in health and wellness.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations focuses on team-building craft workshops, which aligns well with The Collective Om's holistic health services targeting small businesses. By partnering on wellness-focused workshops, they can enhance employee engagement while promoting health and creativity.

Value: Through this collaboration, Jazzi's can tap into The Collective Om's clientele, increasing workshop attendance and revenue by an estimated 30%. The Collective Om can promote its services to a wider audience, boosting client acquisition by 20%.

Ø=Ü Partnership Scenario:

Jazzi's Creations could host a 'Wellness and Craft Day' event at The Collective Om's location, where participants engage in mindfulness activities followed by a personalized craft session. For instance, 20 attendees create stress-relief jars filled with calming elements, while The Collective Om provides guidance on stress management techniques. Jazzi earns \$1,000 from the event, and The Collective Om gains exposure to potential new clients who are interested in holistic health.

Ø<ß Unique Synergy:

This partnership uniquely combines creativity and wellness, appealing to an audience that values both mental health and artistic expression, differentiating it from typical wellness workshops that lack a creative component.

Next Steps:

1. Schedule a meeting to brainstorm event ideas and logistics within the next week.
2. Develop a joint marketing strategy targeting both customer bases, focusing on social media promotion.
3. Create a shared online registration page for the event to streamline sign-ups and payments.

5. Grayland

85% | Bidirectional

Real Estate

!• WHAT THEY PROVIDE (Referral)

Grayland's clients, including commercial lenders and property owners, may appreciate personalized gifts or promotional items for their business-related events, which Jazzi's Creations specializes in.

Value: Grayland can enhance its service offering by referring clients to Jazzi's Creations, potentially leading to an increased client satisfaction rate and loyalty.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations could provide team-building craft workshops for Grayland's real estate clients. This not only enhances the experience for Grayland's clients but also gives Jazzi a steady stream of corporate clients looking for unique engagement activities.

Value: Jazzi's Creations could earn \$500 per workshop, while Grayland enhances client relationships and differentiates its services in a competitive market.

Ø=Ü Partnership Scenario:

Grayland organizes a corporate retreat for a group of commercial property owners where Jazzi's Creations sets up a DIY craft station. Attendees create personalized keychains representing their properties. Jazzi earns \$500 for the session, while Grayland strengthens client relationships and gathers leads for future real estate deals.

Ø<ß Unique Synergy:

The unique pairing of event crafting with commercial real estate allows for memorable client experiences that traditional real estate transactions lack, creating a competitive edge for Grayland.

Next Steps:

1. Schedule a meeting between Jasmyne and Lauren to discuss potential workshop dates.
2. Identify target clients in Grayland's portfolio who would benefit from team-building activities.
3. Develop a marketing plan for the workshops to promote them to Grayland's clients.

6. Aspirations Behavioral Health Inc.

85% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves individuals who may benefit from personalized gifts for self-care or wellness-focused events, which aligns with the offerings of Jazzi's Creations.

Value: Aspirations can refer clients looking for thoughtful, personalized gifts to Jazzi's Creations, potentially increasing Jazzi's revenue through new customer acquisition.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can host craft workshops that incorporate mental wellness themes, which aligns with the services provided by Aspirations Behavioral Health. This partnership can create unique experiences that promote mental health awareness through creative expression.

Value: Each workshop can generate \$500 for Jazzi's Creations while providing a unique service for Aspirations' clients. This also enhances the visibility of both brands in community-focused events.

Ø=Ü Partnership Scenario:

Jazzi's Creations organizes a 'Mindfulness and Crafting' workshop where clients from Aspirations Behavioral Health participate in making personalized stress-relief kits. The session includes guided mindfulness practices, and at the end of the event, attendees leave with crafted items and mental wellness resources. This generates \$500 in revenue for Jazzi and strengthens Aspirations' community engagement.

Ø<ß Unique Synergy:

This partnership uniquely combines the therapeutic benefits of crafting with mental health support, creating a holistic event that appeals to both businesses' client bases. It offers a fresh approach to well-being that neither business could achieve alone.

Next Steps:

1. Schedule a meeting between Jasmyne and Kristian to brainstorm workshop topics.
2. Develop a marketing plan targeting both businesses' audiences to promote the workshops.
3. Set a date for the first 'Mindfulness and Crafting' workshop and prepare the necessary materials.

7. Genuines Coaching & Consulting

85% | Bidirectional

Technology

!• WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite executives and small business owners who may be looking for unique corporate gifts or team-building activities, which Jazzi's Creations specializes in. Referring clients to each other can create a steady stream of business.

Value: Potential for at least 10 referrals per quarter, generating an estimated additional \$5,000 in revenue for Jazzi's Creations.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can leverage Genuines Coaching & Consulting's expertise in team dynamics to enhance their team-building workshops. By integrating coaching strategies into Jazzi's craft sessions, they can provide a more enriching experience that appeals to corporate clients.

Value: Increased revenue through enhanced workshop offerings, estimated additional \$1,500 per workshop as corporate clients are willing to pay for improved employee engagement.

Ø=Ü Partnership Scenario:

Jazzi's Creations hosts a workshop where Genuines Coaching leads a 2-hour session on team building followed by a creative craft activity where employees design their own team mugs. Each participant pays \$100, and with 20

attending, Jazzzi earns \$2,000, while Genuines earns \$500 for their coaching services, resulting in a combined engagement that strengthens client relationships for both businesses.

Ø<ß Unique Synergy:

The unique pairing of hands-on creativity with strategic coaching enhances the value proposition for corporate clients, making their team-building events more memorable and impactful than traditional offerings.

Next Steps:

1. Schedule a meeting between Jasmyne and Reden to brainstorm workshop ideas.
2. Develop a joint marketing plan to promote the new workshop offering to local businesses.
3. Create a feedback mechanism post-workshop to measure results and refine future collaborations.

8. Organize Design Create

85% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

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

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

!• WHAT YOU PROVIDE (Collaboration)

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

Ø=Ü Partnership Scenario:

Organize Design Create can partner with Jazzzi'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, Jazzzi earns \$1,500, while Victoria promotes her services and gains new clients.

Ø<ß Unique Synergy:

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

Next Steps:

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.

9. Soulfitness Studio Health and wellness center

85% | Bidirectional

Health & Wellness

I• WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves a health-conscious clientele that may be interested in personalized gifts for wellness events, such as yoga retreats or health workshops. Referring clients to Jazzi's Creations can enhance client experience without direct competition.

Value: By referring clients for personalized gifts, Soulfitness can enhance its service offerings, potentially increasing customer satisfaction and retention, while Jazzi's Creations gains new customers from the fitness community.

I' WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance Soulfitness Studio's wellness offerings by providing personalized craft workshops focused on health and wellness themes. This partnership can attract clients seeking both physical and mental well-being through creative expression.

Value: Increased foot traffic and client engagement at Soulfitness Studio, leading to potential revenue growth of at least \$2,000 per workshop event while Jazzi's Creations gains exposure to a health-focused audience.

Ø=Ü Partnership Scenario:

Jazzi's Creations could organize a monthly 'Craft & Wellness Day' at Soulfitness Studio, where participants create wellness-themed crafts like personalized water bottles or yoga mats after a fitness class. For example, during the first event, 15 participants pay \$50 each, generating \$750 for Jazzi and bringing new clients to Soulfitness Studio, who can promote their health programs.

Ø<ß Unique Synergy:

The unique pairing of creative crafting with health and wellness creates a holistic approach to well-being, differentiating this collaboration from typical fitness or craft-only events.

Next Steps:

1. Schedule an initial meeting to discuss the logistics of the Craft & Wellness Day events.
2. Develop a marketing plan to promote the events through social media and email newsletters.
3. Create a calendar of events for the next six months to ensure consistent engagement.

10. Bluebird Health Partners

80% | One-way

Technology

I' WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance Bluebird Health Partners' client engagement through creative workshops. By leveraging Jazzi's expertise in crafting, B can create unique team-building experiences that foster collaboration and innovation among healthcare professionals.

Value: \$500 per workshop with potential for 4 workshops a month, leading to \$2,000 in revenue for Jazzi while providing Bluebird with enhanced client relationships and satisfaction.

Ø=Ü Partnership Scenario:

Jazzi's Creations organizes a series of interactive craft workshops for Bluebird Health Partners' clients, tailored to healthcare teams. For instance, a workshop on creating custom wellness journals helps healthcare providers engage their staff creatively, promoting team bonding. Each session is priced at \$500, with Jazzi receiving payment and Bluebird gaining a reputation for innovative client engagement.

Ø<ß Unique Synergy:

This partnership uniquely combines Jazzi's creative prowess with Bluebird's healthcare expertise, allowing for innovative team-building initiatives that directly cater to the nuances of the healthcare industry.

Next Steps:

1. Schedule a meeting between Jasmyne and Cary to discuss potential workshop ideas.
2. Identify specific healthcare clients of Bluebird Health Partners who could benefit from these workshops.
3. Develop a promotional plan to market the workshops to Bluebird's clients and schedule the first workshop.

11. Enriquez Aesthetics

80% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics caters to individuals who may appreciate personalized gifts for themselves or for gifting to others as part of self-care. Referring clients to Jazzi's Creations could enhance the customer experience while providing Jazzi with potential new business.

Value: Enriquez Aesthetics can offer its clients a 10% discount on Jazzi's products, while Jazzi can refer 15% of its customers back to Enriquez for skincare treatments, generating additional revenue streams for both.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer personalized gift packages that include vouchers for luxury facial experiences from Enriquez Aesthetics. This collaboration would not only give Jazzi's customers a unique gift option but also expose Enriquez Aesthetics to new clients looking for gift ideas.

Value: Jazzi's Creations could increase sales by 20% during holiday seasons through these gift packages, while Enriquez Aesthetics could see a 15% increase in new customer bookings from the gift vouchers.

Ø=Ü Partnership Scenario:

For the upcoming holiday season, Jazzi's Creations creates a limited edition 'Self-Care Gift Package' that includes a handcrafted DIY kit and a voucher for a luxury facial at Enriquez Aesthetics. They promote this package on social media and through email campaigns, generating buzz. Jazzi earns \$500 from each package sold, while Enriquez gains 30 new clients who redeem their vouchers.

Ø<ß Unique Synergy:

This partnership uniquely combines the experiential and the luxury, appealing to customers who value both creativity and self-care, making it a compelling offering in the local market.

Next Steps:

1. Develop a creative self-care gift package featuring both Jazzi's DIY kits and Enriquez's facial vouchers.
2. Create a joint marketing plan including social media campaigns and email blasts to promote the package.
3. Set up a revenue-sharing agreement to incentivize both businesses for every package sold.

12. Celebrate & Smile International Steppers

80% | Bidirectional

Arts & Creative

!• WHAT THEY PROVIDE (Referral)

Celebrate & Smile can refer clients looking for team-building activities to Jazzi's Creations. Both businesses target companies interested in enhancing employee engagement, making this a natural fit.

Value: A potential increase in referral business could yield \$2,000 annually for Jazzi's, while Celebrate & Smile establishes itself as a go-to resource for comprehensive employee engagement solutions.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance Celebrate & Smile International Steppers' dance workshops by offering DIY craft sessions where participants create personalized dance accessories. This collaboration enriches the workshop experience and allows both businesses to reach their target markets effectively.

Value: \$500 in additional revenue for Jazzi's Creations per event, while Celebrate & Smile can charge a premium for a more engaging experience.

Ø=Ü Partnership Scenario:

During an upcoming community dance event, Jazzi's Creations sets up a booth for participants to create their own personalized dance-themed t-shirts and accessories. Participants pay an additional \$20 for the crafting session, which generates \$1,000 in revenue for Jazzi while enhancing the overall experience for 50 attendees of Celebrate & Smile's workshop, making it more memorable and interactive.

Ø<ß Unique Synergy:

This partnership uniquely combines the artistry of dance with personalized crafts, creating a holistic experience that appeals to families and individuals looking to engage in creative activities while improving community ties.

Next Steps:

1. Schedule a meeting between Jasmyne and Tiffany to discuss event logistics.
2. Develop a marketing plan highlighting the craft workshops as part of the dance events.
3. Create a feedback mechanism for attendees to gauge interest in future workshops.

13. Communicate Design & Marketing

80% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

As Communicate Design & Marketing serves founders, solo entrepreneurs, and non-profits, they can refer clients looking for personalized gifts or promotional swag to Jazzi's Creations. This referral relationship can enhance service offerings for both businesses without direct competition.

Value: By referring clients, Communicate can earn a 10% commission on sales made by Jazzi's Creations, while Jazzi gains access to a new client base that is already interested in marketing and branding.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations offers DIY workshops that could be marketed to Communicate's clients, particularly for team-building events. This collaboration aligns both businesses' target markets—businesses looking to enhance team dynamics while also leveraging Communicate's marketing expertise to reach a broader audience.

Value: By collaborating on events, Jazzi's Creations can increase workshop attendance by 30%, while Communicate can enhance their service offerings, potentially increasing client retention and satisfaction.

Ø=Ü Partnership Scenario:

Jazzi's Creations organizes a monthly 'Creative Networking Night' where Communicate promotes the event through their marketing channels. During this event, attendees participate in a craft session to create branded promotional items, with Communicate showcasing their design work. This can lead to a \$1,000 revenue stream for Jazzi, while Communicate gets the opportunity to showcase their branding skills directly to potential clients.

Ø<ß Unique Synergy:

This partnership uniquely combines the creative craft aspect with strategic marketing, allowing both businesses to tap into each other's strengths—Jazzi's hands-on workshops and Communicate's design capabilities create a compelling offering that none can achieve alone.

Next Steps:

1. Schedule a meeting to brainstorm potential workshop topics that align with Communicate's clients' needs.
2. Develop a marketing plan for the 'Creative Networking Night' to maximize attendance.
3. Create a promotional package that outlines the benefits for businesses attending the workshops.

14. MyahnArt LLC

80% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

MyahnArt's target market includes event planners who often require personalized gifts for guests, which aligns with the offerings of Jazzi's Creations. Referring clients for custom gifts will enhance MyahnArt's service portfolio.

Value: MyahnArt can earn a referral commission of 10% on each gift order, potentially generating an additional \$1,000 monthly if they refer 20 clients to Jazzi's Creations.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance the visual appeal of its DIY workshops by incorporating MyahnArt's custom murals and live painting services. This collaboration can create an engaging atmosphere that attracts more clients looking for unique experiences.

Value: By teaming up, both businesses can increase event attendance by 30%, leading to an estimated additional revenue of \$1,500 per workshop for Jazzi's Creations and additional exposure for MyahnArt.

Ø=Ü Partnership Scenario:

During an upcoming DIY workshop at Jazzi's Creations, MyahnArt can provide live painting of a mural that reflects the theme of the crafts being created. As participants enjoy their crafting, they can also watch the mural develop, creating a unique and memorable experience. Jazzi's Creations charges \$50 per participant; with 30 attendees, they earn \$1,500, while MyahnArt receives \$500 for the mural creation.

Ø<ß Unique Synergy:

The combination of DIY crafting and live art creates a unique, immersive experience that differentiates them from standard workshops or art classes, appealing to families and corporate clients alike.

Next Steps:

1. Schedule a meeting to discuss potential themes for collaborative workshops.
2. Create a joint marketing plan highlighting the unique experience of crafting alongside live art.
3. Plan a pilot workshop event within the next month to test the collaboration.

15. Be Present Detalles

80% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Referral)

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: 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.

!• WHAT YOU PROVIDE (Collaboration)

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: 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.

Ø=Ü Partnership Scenario:

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.

Ø<ß Unique Synergy:

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.

Next Steps:

- 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.

16. WhitBits Cookies

80% | One-way

Professional Services

! WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can provide a platform for WhitBits Cookies to showcase their products during crafting workshops, creating a unique experience for attendees. This collaboration can also lead to increased sales for both businesses during events.

Value: During a crafting event, Jazzi can feature WhitBits' cookies, leading to direct sales of around \$300 per event, enhancing attendee experience and increasing brand visibility for both parties.

Ø=Ü Partnership Scenario:

Jazzi's Creations hosts a monthly 'Craft & Cookies' night where participants create personalized items while enjoying WhitBits' freshly baked cookies. Each participant pays \$50, and Jazzi splits the sales from cookie orders with WhitBits, providing a lively atmosphere that encourages attendees to purchase additional cookies and craft supplies.

Ø<ß Unique Synergy:

This pairing is special as it combines the arts and culinary delights, attracting a broader audience who appreciates unique, interactive experiences that foster social connections.

Next Steps:

- 1. Plan and schedule the first 'Craft & Cookies' night event.
- 2. Collaborate on promotional materials to advertise the event through email lists and social media.
- 3. Establish a pricing structure for cookie orders during the events, ensuring mutual profit.

17. The P-Way Solutions LLC

80% | Bidirectional

Real Estate

!• WHAT THEY PROVIDE (Referral)

The P-Way Solutions serves small businesses that may require promotional gifts or team-building workshops, which aligns with Jazzi's Creations' offerings. This could lead to mutual referrals, driving new customers to both businesses.

Value: For every referral The P-Way Solutions sends to Jazzi's Creations, they could negotiate a 10% commission, potentially earning \$300 per month if they provide 3-5 referrals.

! WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer DIY craft workshops that can serve as team-building events for The P-Way Solutions, enhancing employee morale and engagement. This partnership would allow both businesses to tap into each other's networks and find new clients.

Value: By potentially hosting monthly workshops for The P-Way Solutions' employees, Jazzi could earn an additional \$1,500 in revenue per event while The P-Way Solutions enhances its employee satisfaction, which can reduce turnover costs.

Ø=Ü Partnership Scenario:

Jazzi's Creations organizes a 'Craft and Clean' team-building event where The P-Way Solutions' employees create personalized cleaning supply caddies. The event lasts three hours and includes crafting, refreshments, and a brief discussion about teamwork. Jazzi charges The P-Way Solutions \$1,500 for the event, which fosters a sense of community and allows employees to bond over their new creations.

Ø<ß Unique Synergy:

This partnership uniquely combines the creative, engaging workshops of Jazzi's with the operational needs of The P-Way Solutions, creating a memorable experience that enhances workplace culture while generating revenue for both businesses.

Next Steps:

1. Schedule a meeting to discuss potential workshop themes and logistics.
2. Develop a marketing strategy targeting The P-Way Solutions' client base to promote the workshops.
3. Create a feedback loop post-event to assess employee engagement and satisfaction.

18. Relax Relate & Release

80% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans, who may also benefit from personalized gifts and wellness-focused events offered by Jazzi's Creations, creating a natural referral pathway.

Value: By referring clients to Jazzi's Creations for personalized gifts, Relax Relate & Release can enhance its service offerings and possibly earn a referral fee, while Jazzi gains access to a new customer segment.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can host relaxation craft workshops that combine massage therapy from Relax Relate & Release with DIY crafting sessions. This caters to busy individuals looking for stress relief and creative outlets.

Value: By creating a package offering, both businesses can attract new clients and enhance customer experience, potentially increasing revenue by 20% during workshop sessions.

Ø=Ü Partnership Scenario:

Jazzi's Creations organizes a monthly 'Craft & Relax' event where participants enjoy a 30-minute massage followed by a DIY craft session, such as decorating picture frames. Each participant pays \$75, and both Jazzi and Hazel split the profits, leading to an estimated \$1,500 revenue for each event.

Ø<ß Unique Synergy:

This partnership uniquely combines wellness and creativity, appealing to the holistic health trend while providing a distinctive experience that neither business can offer alone.

Next Steps:

1. Schedule a planning meeting to outline workshop details and pricing.
2. Develop a marketing strategy targeting local wellness groups and community boards.
3. Create promotional materials showcasing the benefits of combining relaxation and creativity.

19. flow

75% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Partner)

Flow's coaching services can enhance Jazzi's Creations' team-building workshops, creating a unique offering that combines creativity with personal development. This partnership allows both businesses to target corporate clients looking for comprehensive team engagement solutions.

Value: By integrating coaching sessions into Jazzi's team-building workshops, they could potentially increase workshop revenue by 30% while providing companies with a more valuable and holistic experience.

!• WHAT YOU PROVIDE (Referral)

Jazzi's Creations serves a target market that includes busy women and families, which aligns well with Flow's coaching services. Referring clients to each other can expand their customer base without direct competition.

Value: By referring clients, both businesses can tap into new markets, potentially increasing customer acquisition by 20% through cross-marketing efforts.

Ø=Ü Partnership Scenario:

Flow facilitates a two-hour coaching session during one of Jazzi's team-building workshops where participants create personalized gifts. After crafting, Flow leads a discussion on teamwork and communication, helping employees reflect on their collaboration skills. This event could attract up to 20 employees from a local corporation, generating \$1,500 in revenue and enhancing both businesses' visibility in the corporate sector.

Ø<ß Unique Synergy:

This partnership stands out because it merges personal and professional development with creative expression, appealing to companies seeking to invest in their workforce's interpersonal skills through an engaging, hands-on approach.

Next Steps:

1. Schedule a meeting between Miguel and Jasmyne to brainstorm workshop themes that incorporate coaching.
2. Develop a marketing strategy targeting local businesses that emphasizes the unique value of combined coaching and crafting.
3. Pilot a workshop in the next month to gather feedback and refine the offering.

20. Jamz Trainings

75% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Jamz Trainings serves a demographic that seeks wellness and community, which can also benefit from the workshops and gifts provided by Jazzi's Creations. Referring clients who may want to engage in team-building activities or personalized gifts creates a natural referral relationship.

Value: By referring clients to Jazzi, Jamz can enhance their service offering and potentially increase client loyalty, while Jazzi gains access to a new customer base.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer personalized gift items for Jamz Trainings' clients, especially for special occasions like birthdays or achievements. This collaboration allows Jamz to enhance their client experience while providing Jazzi with a steady stream of orders.

Value: Jazzi's Creations could generate an additional \$1,000 per month from personalized gifts, while Jamz strengthens client retention through added value.

Ø=Ü Partnership Scenario:

Jazzi's Creations partners with Jamz Trainings to provide personalized fitness achievement medals or trophies for clients who complete their training programs. When a client completes a 12-week transformation, Jamz awards them a custom medal designed by Jazzi. This collaboration not only costs Jamz \$30 per medal but also adds a special touch that increases client satisfaction and encourages referrals.

Ø<ß Unique Synergy:

The unique synergy lies in Jazzi's ability to create personalized, meaningful gifts that complement Jamz's focus on personal achievement, enhancing the emotional connection clients feel towards their fitness journey.

Next Steps:

1. Schedule a meeting between Jasmyne and James to discuss potential designs and pricing of personalized fitness awards.
2. Develop a marketing strategy to promote the new offering to Jamz's current clients.
3. Create a social media campaign showcasing clients receiving their personalized medals to attract new clients to both businesses.

21. Free Agents Inc

75% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Referral)

Free Agents Inc can refer clients looking for team-building solutions and unique gift ideas to Jazzi's Creations, as both serve a similar demographic without direct competition.

Value: Free Agents can enhance their service package by offering clients access to Jazzi's creative events, potentially increasing their client retention and satisfaction while Jazzi gains new customers.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer unique team-building workshops that align with Free Agents Inc's target market of companies seeking to enhance their employee engagement and creativity. This collaboration allows both businesses to leverage their strengths for mutual benefit.

Value: By collaborating on workshops, Jazzi's can generate an additional \$500-\$1,000 per session, while Free Agents can enhance their service offerings, making them more attractive to current and potential clients.

Ø=Ü Partnership Scenario:

Jazzi's Creations could host a customized crafting workshop for Free Agents' client, a mid-sized tech company, where employees create personalized desk organizers. This event would not only foster teamwork but also serve as a unique promotional opportunity for Free Agents, showcasing their commitment to employee wellness. Jazzi earns \$800 from the workshop fee, while Free Agents can present this event as a case study to attract new clients.

Ø<ß Unique Synergy:

The unique combination of Jazzi's creative workshops and Free Agents' professional services creates a distinctive offering that enhances both employee engagement and corporate culture—something neither can achieve alone.

Next Steps:

1. Schedule a meeting between Jasmyne and James to discuss potential workshop formats and pricing.
2. Identify one of Free Agents' clients to pilot a workshop and gain feedback.
3. Create a joint marketing campaign highlighting the benefits of the collaboration for both businesses.

22. WhitBits Cookies

75% | One-way

Professional Services

! WHAT YOU PROVIDE (Referral)

Both businesses target similar customer bases, particularly corporate professionals and event planners. Jazzi's Creations can refer WhitBits Cookies to clients who are looking for catering options for their events, while WhitBits can recommend Jazzi's for gift and workshop needs.

Value: By referring clients to each other, both businesses can increase their customer base, leading to potential revenue growth of at least 15% in the following quarter.

Ø=Ü Partnership Scenario:

When Jazzi's Creations organizes a corporate event for a local business, she can include a package that features WhitBits Cookies as the dessert option. This partnership allows the corporate client to receive a complete service package, enhancing their event while both businesses gain exposure to new clientele.

Ø<ß Unique Synergy:

The unique synergy comes from Jazzi's ability to offer a full-service event experience, where WhitBits provides the sweet touch that enhances the overall appeal of the event, making it memorable for attendees.

Next Steps:

1. Create a referral agreement outlining the specifics of client referrals.
2. Develop joint marketing materials highlighting both businesses' services for corporate events.
3. Schedule a meeting to discuss cross-promotion opportunities at local business expos.

23. Aspirations Behavioral Health Inc.

85% | Bidirectional

Health & Wellness

! WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves individuals who may benefit from personalized gifts for self-care or wellness-focused events, which aligns with the offerings of Jazzi's Creations.

Value: Aspirations can refer clients looking for thoughtful, personalized gifts to Jazzi's Creations, potentially increasing Jazzi's revenue through new customer acquisition.

! WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can host craft workshops that incorporate mental wellness themes, which aligns with the services provided by Aspirations Behavioral Health. This partnership can create unique experiences that promote mental health awareness through creative expression.

Value: Each workshop can generate \$500 for Jazzi's Creations while providing a unique service for Aspirations' clients. This also enhances the visibility of both brands in community-focused events.

Ø=Ü Partnership Scenario:

Aspirations Behavioral Health includes Jazzi's Creations in their client newsletters, recommending personalized gift options for clients celebrating milestones in their mental health journeys. Each referral leads to an average of \$100 in sales for Jazzi, enhancing client satisfaction and loyalty for Aspirations.

Ø<ß Unique Synergy:

Both businesses stand to enhance their brand reputations by promoting mental health awareness through thoughtful gifting. This referral relationship is particularly powerful as it directly addresses the emotional needs of clients in a supportive manner.

Next Steps:

1. Create a list of personalized gift options from Jazzi's Creations to feature in client communications.

2. Develop a referral agreement outlining how both businesses will benefit from the partnership.
3. Host a joint event or webinar to discuss the importance of self-care and gift-giving for mental health.

24. Simple Creations By T

75% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Vendor)

Simple Creations By T can provide personalized gifts and apparel for Jazzi's Creations' events and workshops, enhancing the overall experience for participants.

Value: This partnership allows Jazzi's Creations to offer additional personalized items at their events, potentially increasing per-event revenue by 20%.

!' WHAT YOU PROVIDE (Collaboration)

Both businesses focus on personalized gifts and creative expressions, making them ideal candidates for a collaborative project. Jazzi's Creations can leverage Simple Creations By T's custom apparel services to enhance their workshop offerings.

Value: By collaborating, they can create bundled craft kits that include personalized apparel from Simple Creations, potentially increasing sales by 30% during holiday seasons.

Ø=Ü Partnership Scenario:

Jazzi's Creations organizes a holiday-themed DIY workshop where participants create personalized ornaments and also receive a custom t-shirt with their family name. Simple Creations provides the t-shirts, and they split the \$500 workshop fee. This not only increases engagement but also promotes both brands to a wider audience.

Ø<ß Unique Synergy:

The unique synergy lies in their shared focus on personalization and crafting, allowing them to create experiences that are more engaging than what either could offer alone. Their combined offerings can attract a broader clientele looking for memorable gift experiences.

Next Steps:

1. Schedule a meeting between Jasmyne and Tiana to brainstorm potential workshop themes and offerings.
2. Develop a marketing plan highlighting the new bundled workshop and promotional items.
3. Launch the holiday workshop within the next month to capitalize on seasonal demand.

25. JPO Logistics LLC

70% | Bidirectional

Logistics

!• WHAT THEY PROVIDE (Vendor)

JPO Logistics could provide logistics services for Jazzi's Creations, especially for shipping personalized gifts and craft supplies. This relationship would enable Jazzi's to efficiently deliver products to their customers, enhancing customer satisfaction.

Value: By utilizing JPO Logistics for deliveries, Jazzi's Creations could reduce shipping costs by 15% and increase delivery speed, leading to a potential revenue increase of \$2,000 per month from satisfied customers.

!' WHAT YOU PROVIDE (Referral)

Jazzi's Creations serves families and businesses looking for personalized gifts, which may include promotional items that require logistics services. They can refer clients needing shipping solutions to JPO Logistics, creating mutual referrals.

Value: By referring clients to JPO, Jazzi's can earn a referral fee of 10% on logistics contracts, potentially generating an additional \$1,000 in revenue per month.

Ø=Ü Partnership Scenario:

JPO Logistics manages all the shipping logistics for Jazzi's Creations during the busy holiday season. For instance, if Jazzi's receives an order for 100 custom gift baskets, JPO handles the entire shipping process, ensuring timely delivery to clients across Jacksonville. This partnership allows Jazzi's to focus on crafting while JPO efficiently manages the logistics.

Ø<ß Unique Synergy:

This pairing is unique because Jazzi's Creations' need for reliable, cost-effective shipping aligns perfectly with JPO's logistics expertise, creating a streamlined process that enhances customer experience for both businesses.

Next Steps:

1. Set up an introductory meeting between Paulette Orr and Jasmyne Irizarry to discuss logistics needs.
2. Develop a trial shipping agreement for Jazzi's to test JPO's services during the upcoming holiday season.
3. Create a joint promotional campaign highlighting the partnership benefits to customers.

26. IV Creative

85% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

IV Creative serves local businesses that could benefit from the personalized gift offerings of Jazzi's Creations without competing directly. Referring clients to Jazzi can add value to IV's service portfolio.

Value: By referring clients to Jazzi, IV Creative can enhance its service offerings and potentially earn a referral fee, while Jazzi gains new customers for its personalized gifts and crafting workshops.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations and IV Creative can collaborate on creating unique marketing materials for local businesses. By utilizing Jazzi's craft skills and IV's design expertise, they can create personalized promotional items that stand out in the local market.

Value: This partnership could generate additional revenue through joint offerings of customized marketing products, potentially increasing sales by 20% for both businesses.

Ø=Ü Partnership Scenario:

IV Creative can create a marketing campaign for a local wedding planner who needs unique gifts for their clients. They refer the planner to Jazzi's Creations for customized wedding favors, earning a referral fee of 10% on each order placed. This not only strengthens their relationship but also provides Jazzi with a new revenue stream.

Ø<ß Unique Synergy:

IV Creative's existing relationships with local businesses can create a streamlined referral process that helps Jazzi tap into a broader market, while IV enhances its reputation by offering diverse and unique services to its clients.

Next Steps:

1. Identify key local business clients who could benefit from Jazzi's offerings.
2. Create a referral agreement outlining commission structures for successful leads.
3. Develop a joint promotional strategy to showcase the collaboration on social media and local events.

27. Genuines Coaching & Consulting

85% | Bidirectional

Technology

!• WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves business owners and corporate executives, many of whom could benefit from Jazzi's personalized gift offerings for client appreciation or employee rewards.

Value: Genuines can earn a referral fee of 10% for each client they direct to Jazzi, which can lead to \$250-\$500 per month in additional revenue based on referral volume.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can provide engaging DIY craft workshops for Genuines Coaching & Consulting's corporate clients to enhance team-building experiences. This collaboration leverages Jazzi's expertise in crafting with Genuines' focus on coaching, creating a unique offering that both can market.

Value: Each workshop can generate \$500 in revenue for Jazzi, while Genuines can charge clients a premium for a more interactive and engaging team-building experience, potentially increasing their service rates by 20%.

Ø=Ü Partnership Scenario:

During their coaching sessions, Genuines identifies a corporate client looking for unique gift options for their upcoming employee recognition event. Genuines refers them to Jazzi, who provides a custom order of personalized gift baskets. This referral not only earns Genuines a \$100 fee but also strengthens their relationship with the client by offering a valuable resource.

Ø<ß Unique Synergy:

The synergy lies in Genuines' established network of corporate clients who value innovative and personalized solutions, making Jazzi's offerings a perfect fit for enhancing client relationships.

Next Steps:

1. Create a referral agreement outlining commission structures and responsibilities.
2. Develop a brochure or digital resource that Genuines can easily share with clients highlighting Jazzi's services.
3. Set up a quarterly review to evaluate referral success and explore additional collaboration opportunities.

28. Enriquez Aesthetics

80% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics caters to individuals who may appreciate personalized gifts for themselves or for gifting to others as part of self-care. Referring clients to Jazzi's Creations could enhance the customer experience while providing Jazzi with potential new business.

Value: Enriquez Aesthetics can offer its clients a 10% discount on Jazzi's products, while Jazzi can refer 15% of its customers back to Enriquez for skincare treatments, generating additional revenue streams for both.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer personalized gift packages that include vouchers for luxury facial experiences from Enriquez Aesthetics. This collaboration would not only give Jazzi's customers a unique gift option but also expose Enriquez Aesthetics to new clients looking for gift ideas.

Value: Jazzi's Creations could increase sales by 20% during holiday seasons through these gift packages, while Enriquez Aesthetics could see a 15% increase in new customer bookings from the gift vouchers.

Ø=Ü Partnership Scenario:

Every new client at Enriquez Aesthetics receives a complimentary voucher for a DIY craft session at Jazzi's Creations. In return, Jazzi's clients receive a skincare consultation coupon for Enriquez's services, creating a

seamless referral loop that drives new business to both.

Ø<ß Unique Synergy:

This relationship taps into the self-care trend, where clients are looking for holistic experiences that combine beauty and creativity, making the referrals feel more genuine and appealing.

Next Steps:

1. Design a referral program with discount vouchers for both businesses.
2. Train staff at Enriquez Aesthetics to promote Jazzi's Creations as a gifting option during client consultations.
3. Create co-branded promotional materials that highlight the benefits of both businesses.

29. Tosh's Urban Garden

85% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, and Jazzi's Creations can refer customers looking for wellness gifts to Tosh's Urban Garden. This exchange can enhance customer satisfaction and increase sales for both parties.

Value: By referring customers, both businesses can expect a 15% increase in sales from cross-referred clients, potentially generating an additional \$500 monthly revenue.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can leverage Tosh's Urban Garden's expertise in health and wellness by creating personalized herbal tea kits for their DIY craft workshops. This collaboration can attract health-conscious individuals to Jazzi's events while providing Tosh's products with an engaging platform.

Value: Increasing customer base for both businesses by 30% through the introduction of themed workshops and products, leading to an estimated additional revenue of \$1,500 per month from craft workshops.

Ø=Ü Partnership Scenario:

Tosh's Urban Garden promotes Jazzi's personalized gift options during their workshops and in-store, providing customers with unique gift ideas for health-oriented occasions. Every referral made earns Jazzi a 10% commission on sales, incentivizing both to drive traffic to each other's businesses.

Ø<ß Unique Synergy:

The unique synergy lies in the ability to offer holistic lifestyle solutions—crafting personalized gifts that support health and wellness—creating a seamless experience for customers seeking meaningful and health-oriented products.

Next Steps:

1. Create a referral program that incentivizes both businesses to promote each other.
2. Design promotional materials that highlight the partnership for distribution at both locations.
3. Train staff at both businesses on how to effectively refer customers to each other.

30. Celebrate & Smile International Steppers

80% | Bidirectional

Arts & Creative

!• WHAT THEY PROVIDE (Referral)

Celebrate & Smile can refer clients looking for team-building activities to Jazzi's Creations. Both businesses target companies interested in enhancing employee engagement, making this a natural fit.

Value: A potential increase in referral business could yield \$2,000 annually for Jazzi's, while Celebrate & Smile establishes itself as a go-to resource for comprehensive employee engagement solutions.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance Celebrate & Smile International Steppers' dance workshops by offering DIY craft sessions where participants create personalized dance accessories. This collaboration enriches the workshop experience and allows both businesses to reach their target markets effectively.

Value: \$500 in additional revenue for Jazzi's Creations per event, while Celebrate & Smile can charge a premium for a more engaging experience.

Ø=Ü Partnership Scenario:

Celebrate & Smile can recommend Jazzi's Creations to companies looking for unique team-building workshops that involve crafting activities. For instance, if a local corporation is seeking a creative outlet for their team, Celebrate & Smile refers them to Jazzi, who organizes a custom crafting event, bringing in \$2,000 for the week-long workshop.

Ø<ß Unique Synergy:

Both businesses enhance employee relations through distinct yet complementary methods: dance and crafting, providing a well-rounded approach to employee engagement.

Next Steps:

1. Create a referral agreement that outlines the terms of referrals between both businesses.
2. Develop promotional materials showcasing the benefits of both services to share with potential clients.
3. Train staff at Celebrate & Smile on Jazzi's offerings to ensure effective referrals.

31. The Collective Om

85% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

The Collective Om serves small businesses and individuals focused on self-growth, which overlaps with Jazzi's Creations' target market of businesses looking for promotional gifts and team-building activities. They can refer clients to each other without competing.

Value: By referring clients to Jazzi's for team-building workshops and personalized gifts, The Collective Om can enhance its service offering while earning a referral fee, potentially increasing revenue by 15%. Jazzi's can access new clients that are already interested in health and wellness.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations focuses on team-building craft workshops, which aligns well with The Collective Om's holistic health services targeting small businesses. By partnering on wellness-focused workshops, they can enhance employee engagement while promoting health and creativity.

Value: Through this collaboration, Jazzi's can tap into The Collective Om's clientele, increasing workshop attendance and revenue by an estimated 30%. The Collective Om can promote its services to a wider audience, boosting client acquisition by 20%.

Ø=Ü Partnership Scenario:

During a wellness consultation, The Collective Om identifies a small business client interested in team-building

activities. They refer the client to Jazzi's Creations, who then offers a tailored workshop package. As a result, Jazzi's gains a new client and shares a 10% referral fee with The Collective Om, creating a win-win scenario.

Ø<ß Unique Synergy:

The combination of health and creativity provides a holistic approach to employee engagement, making this referral relationship particularly strong and beneficial to both businesses.

Next Steps:

1. Establish a referral agreement outlining the terms and commissions within the week.
2. Create a joint flyer highlighting both services to distribute to clients.
3. Host an introductory meeting to discuss how each business can best refer clients to ensure mutual success.

32. Communicate Design & Marketing

80% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

As Communicate Design & Marketing serves founders, solo entrepreneurs, and non-profits, they can refer clients looking for personalized gifts or promotional swag to Jazzi's Creations. This referral relationship can enhance service offerings for both businesses without direct competition.

Value: By referring clients, Communicate can earn a 10% commission on sales made by Jazzi's Creations, while Jazzi gains access to a new client base that is already interested in marketing and branding.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations offers DIY workshops that could be marketed to Communicate's clients, particularly for team-building events. This collaboration aligns both businesses' target markets—businesses looking to enhance team dynamics while also leveraging Communicate's marketing expertise to reach a broader audience.

Value: By collaborating on events, Jazzi's Creations can increase workshop attendance by 30%, while Communicate can enhance their service offerings, potentially increasing client retention and satisfaction.

Ø=Ü Partnership Scenario:

Communicate includes Jazzi's Creations in their client welcome packet, highlighting their workshop services and personalized gifts. When a new client expresses interest in promotional materials for an upcoming event, Communicate refers them directly to Jazzi, who fulfills a \$500 order for custom gifts. This not only generates revenue for Jazzi but also strengthens Communicate's client relationships by providing additional value.

Ø<ß Unique Synergy:

The distinct advantage lies in the complementary nature of their services; while Communicate focuses on brand strategy, Jazzi emphasizes tangible promotional items, creating a holistic approach to client needs.

Next Steps:

1. Draft a referral agreement that outlines commission structures.
2. Create a presentation about Jazzi's offerings for Communicate to share with clients.
3. Set up an introductory meeting between both businesses to discuss cross-promotion strategies.

33. We buy any house

70% | One-way

Professional Services

! WHAT YOU PROVIDE (Referral)

Jazzi's Creations targets families and businesses looking for gifts, while We Buy Any House targets individuals needing to sell properties. They serve different but potentially overlapping customer bases, which could lead to referral opportunities.

Value: Increased customer base by 20% through mutual referrals, leading to additional revenue for both.

Ø=Ü Partnership Scenario:

When We Buy Any House successfully purchases a home, they could refer the sellers to Jazzi's Creations for personalized moving gifts or farewell crafts for their children. For instance, a family selling their home could receive a voucher for a DIY family craft session, enhancing their emotional transition while driving business to Jazzi.

Ø<ß Unique Synergy:

Both businesses operate in the realm of personal and emotional transitions, Jazzi's Creations can provide meaningful gifts that resonate with We Buy Any House's clients during a life change.

Next Steps:

1. Establish a referral program where Jazzi's Creations provides We Buy Any House with exclusive discounts for their clients.
2. Create joint marketing materials that highlight the referral benefits to customers of both businesses.
3. Set up monthly check-ins to track referral success and adjust strategies as needed.

34. MyahnArt LLC

80% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

MyahnArt's target market includes event planners who often require personalized gifts for guests, which aligns with the offerings of Jazzi's Creations. Referring clients for custom gifts will enhance MyahnArt's service portfolio.

Value: MyahnArt can earn a referral commission of 10% on each gift order, potentially generating an additional \$1,000 monthly if they refer 20 clients to Jazzi's Creations.

! WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance the visual appeal of its DIY workshops by incorporating MyahnArt's custom murals and live painting services. This collaboration can create an engaging atmosphere that attracts more clients looking for unique experiences.

Value: By teaming up, both businesses can increase event attendance by 30%, leading to an estimated additional revenue of \$1,500 per workshop for Jazzi's Creations and additional exposure for MyahnArt.

Ø=Ü Partnership Scenario:

When MyahnArt is contracted for a corporate event, they can refer their client to Jazzi's Creations for personalized gifts for attendees. If the event has 100 attendees, and each gift costs \$15, Jazzi's Creations earns \$1,500 while MyahnArt earns \$150 from the referral.

Ø<ß Unique Synergy:

This partnership taps into the event market, allowing MyahnArt to enhance its service offering while providing Jazzi's Creations with a steady stream of corporate clients, creating a win-win scenario.

Next Steps:

1. Draft a referral agreement specifying the commission structure.

2. Develop promotional materials highlighting Jazzi's offerings to share with MyahnArt's clients.
3. Host a joint networking event to introduce both businesses to potential clients.

35. Grayland

85% | Bidirectional

Real Estate

!• WHAT THEY PROVIDE (Referral)

Grayland's clients, including commercial lenders and property owners, may appreciate personalized gifts or promotional items for their business-related events, which Jazzi's Creations specializes in.

Value: Grayland can enhance its service offering by referring clients to Jazzi's Creations, potentially leading to an increased client satisfaction rate and loyalty.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations could provide team-building craft workshops for Grayland's real estate clients. This not only enhances the experience for Grayland's clients but also gives Jazzi a steady stream of corporate clients looking for unique engagement activities.

Value: Jazzi's Creations could earn \$500 per workshop, while Grayland enhances client relationships and differentiates its services in a competitive market.

Ø=Ü Partnership Scenario:

When Grayland completes an appraisal for a new commercial property, they can refer the property owner to Jazzi's Creations for customized closing gifts such as engraved keychains or branded merchandise, earning a referral fee from Jazzi for each new client they send.

Ø<ß Unique Synergy:

By combining Grayland's existing client base with Jazzi's unique product offerings, both businesses can expand their reach and enhance overall customer satisfaction.

Next Steps:

1. Establish a referral agreement detailing commission structures.
2. Create a brochure outlining Jazzi's offerings for Grayland's clients.
3. Train Grayland's team on how to present Jazzi's services to potential referrals.

36. Be Present Detalles

80% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Referral)

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: 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.

!• WHAT YOU PROVIDE (Collaboration)

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: 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.

Ø=Ü Partnership Scenario:

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.

Ø<ß Unique Synergy:

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.

Next Steps:

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.

37. The P-Way Solutions LLC

80% | Bidirectional

Real Estate

!• WHAT THEY PROVIDE (Referral)

The P-Way Solutions serves small businesses that may require promotional gifts or team-building workshops, which aligns with Jazzi's Creations' offerings. This could lead to mutual referrals, driving new customers to both businesses.

Value: For every referral The P-Way Solutions sends to Jazzi's Creations, they could negotiate a 10% commission, potentially earning \$300 per month if they provide 3-5 referrals.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer DIY craft workshops that can serve as team-building events for The P-Way Solutions, enhancing employee morale and engagement. This partnership would allow both businesses to tap into each other's networks and find new clients.

Value: By potentially hosting monthly workshops for The P-Way Solutions' employees, Jazzi could earn an additional \$1,500 in revenue per event while The P-Way Solutions enhances its employee satisfaction, which can reduce turnover costs.

Ø=Ü Partnership Scenario:

When The P-Way Solutions is contracted to clean a local office, they can refer Jazzi's Creations for personalized corporate gifts for the staff, such as custom mugs. If that leads to a sale worth \$1,500, The P-Way Solutions would earn a \$150 commission.

Ø<ß Unique Synergy:

The P-Way Solutions can enhance their service offering by providing clients with creative gift options from Jazzi's, while Jazzi gains access to a steady stream of corporate clients through The P-Way Solutions' established connections.

Next Steps:

1. Create a referral program that outlines commission structures for both businesses.
2. Identify key contacts within The P-Way Solutions' client base who may benefit from Jazzi's services.
3. Set a timeline for reviewing the effectiveness of the referral program after three months.

38. Relax Relate & Release

80% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans, who may also benefit from personalized gifts and wellness-focused events offered by Jazzzi's Creations, creating a natural referral pathway.

Value: By referring clients to Jazzzi's Creations for personalized gifts, Relax Relate & Release can enhance its service offerings and possibly earn a referral fee, while Jazzzi gains access to a new customer segment.

!• WHAT YOU PROVIDE (Collaboration)

Jazzzi's Creations can host relaxation craft workshops that combine massage therapy from Relax Relate & Release with DIY crafting sessions. This caters to busy individuals looking for stress relief and creative outlets.

Value: By creating a package offering, both businesses can attract new clients and enhance customer experience, potentially increasing revenue by 20% during workshop sessions.

Ø=Ü Partnership Scenario:

After a massage session, Hazel recommends a 'thank you' gift from Jazzzi's Creations for veterans' events, providing flyers and discount codes for each veteran client. This could lead to 10-15 new clients monthly for Jazzzi, resulting in \$1,000 in additional monthly revenue.

Ø<ß Unique Synergy:

The pairing of health-focused services with personalized gifts allows both businesses to tap into the veteran community while enhancing the overall customer experience.

Next Steps:

1. Create a referral program with incentives for both businesses.
2. Design co-branded marketing materials specifically targeting veterans.
3. Host a joint event for veterans to introduce both services and gather feedback.

39. Genuines Coaching & Consulting

85% | Bidirectional

Technology

!• WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite executives and small business owners who may be looking for unique corporate gifts or team-building activities, which Jazzzi's Creations specializes in. Referring clients to each other can create a steady stream of business.

Value: Potential for at least 10 referrals per quarter, generating an estimated additional \$5,000 in revenue for Jazzzi's Creations.

!• WHAT YOU PROVIDE (Collaboration)

Jazzzi's Creations can leverage Genuines Coaching & Consulting's expertise in team dynamics to enhance their team-building workshops. By integrating coaching strategies into Jazzzi's craft sessions, they can provide a more enriching experience that appeals to corporate clients.

Value: Increased revenue through enhanced workshop offerings, estimated additional \$1,500 per workshop as corporate clients are willing to pay for improved employee engagement.

Ø=Ü Partnership Scenario:

Genuines Coaching hosts a quarterly leadership retreat and needs personalized gifts for attendees. They refer their clients to Jazzzi's Creations for custom gift baskets. Jazzzi provides 50 baskets at \$100 each, yielding \$5,000 in revenue for Jazzzi and enhancing Genuines' service offering.

Ø<ß Unique Synergy:

The intersection of Jazzi's personalized gifts with Genuines' high-level corporate coaching creates a unique relationship where both businesses can enhance their service offerings, leading to higher client satisfaction and loyalty.

Next Steps:

1. Create a referral agreement that outlines commission structures for each referral.
2. Develop a promotional piece showcasing Jazzi's offerings to share with Genuines' clients.
3. Host a joint networking event to connect both client bases and showcase each other's services.

40. Organize Design Create

85% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

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

!• WHAT YOU PROVIDE (Collaboration)

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

Ø=Ü Partnership Scenario:

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.

Ø<ß Unique Synergy:

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.

Next Steps:

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.

41. Soulfitness Studio Health and wellness center

85% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves a health-conscious clientele that may be interested in personalized gifts for wellness events, such as yoga retreats or health workshops. Referring clients to Jazzi's Creations can enhance client experience without direct competition.

Value: By referring clients for personalized gifts, Soulfitness can enhance its service offerings, potentially increasing customer satisfaction and retention, while Jazzi's Creations gains new customers from the fitness community.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can enhance Soulfitness Studio's wellness offerings by providing personalized craft workshops focused on health and wellness themes. This partnership can attract clients seeking both physical and mental well-being through creative expression.

Value: Increased foot traffic and client engagement at Soulfitness Studio, leading to potential revenue growth of at least \$2,000 per workshop event while Jazzi's Creations gains exposure to a health-focused audience.

Ø=Ü Partnership Scenario:

Soulfitness Studio could recommend Jazzi's Creations for clients looking for personalized gifts during their health workshops, where participants might want to gift unique items to friends or family. For every referral, Jazzi could offer a 10% discount to Soulfitness clients, resulting in a mutually beneficial relationship and additional sales for Jazzi.

Ø<ß Unique Synergy:

Soulfitness's focus on health and wellness aligns perfectly with Jazzi's offerings, allowing for a seamless integration of personalized gifts into the wellness journey of clients, creating a unique gifting experience.

Next Steps:

- 1. Create a referral agreement outlining the discount structure for clients referred from Soulfitness.
- 2. Design promotional materials highlighting the partnership to display in both businesses.
- 3. Set up a tracking system to monitor referral outcomes and adjust marketing strategies as needed.

42. flow

75% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Partner)

Flow's coaching services can enhance Jazzi's Creations' team-building workshops, creating a unique offering that combines creativity with personal development. This partnership allows both businesses to target corporate clients looking for comprehensive team engagement solutions.

Value: By integrating coaching sessions into Jazzi's team-building workshops, they could potentially increase workshop revenue by 30% while providing companies with a more valuable and holistic experience.

!• WHAT YOU PROVIDE (Referral)

Jazzi's Creations serves a target market that includes busy women and families, which aligns well with Flow's coaching services. Referring clients to each other can expand their customer base without direct competition.

Value: By referring clients, both businesses can tap into new markets, potentially increasing customer acquisition by 20% through cross-marketing efforts.

Ø=Ü Partnership Scenario:

Jazzi can include Flow's coaching services as part of promotional materials offered at craft events, suggesting that participants consider personal coaching to enhance their creativity and self-expression. In return, Flow can recommend Jazzi's workshops as ideal team-building activities for corporate clients, fostering a symbiotic referral system.

Ø<ß Unique Synergy:

The unique synergy lies in combining Flow's focus on personal development with Jazzi's creative offerings, allowing clients to pursue both personal growth and social engagement in one package.

Next Steps:

- 1. Create referral agreements outlining benefits for both businesses.
- 2. Design a co-branded promotional flyer highlighting both services for distribution at workshops and events.
- 3. Host an open house event showcasing both coaching and crafting activities to attract potential clients.

43. Jamz Trainings

75% | Bidirectional

Health & Wellness

!• WHAT THEY PROVIDE (Referral)

Jamz Trainings serves a demographic that seeks wellness and community, which can also benefit from the workshops and gifts provided by Jazzi's Creations. Referring clients who may want to engage in team-building activities or personalized gifts creates a natural referral relationship.

Value: By referring clients to Jazzi, Jamz can enhance their service offering and potentially increase client loyalty, while Jazzi gains access to a new customer base.

!• WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer personalized gift items for Jamz Trainings' clients, especially for special occasions like birthdays or achievements. This collaboration allows Jamz to enhance their client experience while providing Jazzi with a steady stream of orders.

Value: Jazzi's Creations could generate an additional \$1,000 per month from personalized gifts, while Jamz strengthens client retention through added value.

Ø=Ü Partnership Scenario:

During a fitness workshop, Jamz discusses the importance of team bonding and recommends Jazzi's Creations for DIY workshops. Jamz provides pamphlets about upcoming craft events to clients, and for each referral, they receive a 10% discount on their next training session, incentivizing clients to engage with both businesses.

Ø<ß Unique Synergy:

This pairing is unique as it connects health and wellness with creative expression, appealing to clients who value both aspects in their lives.

Next Steps:

1. Create referral cards for Jamz to hand out to clients, offering discounts for both businesses.
2. Organize an introductory craft workshop for Jamz's clients at Jazzi's studio to build relationships.
3. Coordinate a joint event where Jamz offers a fitness class followed by a crafting session led by Jazzi.

44. JPO Logistics LLC

70% | Bidirectional

Logistics

!• WHAT THEY PROVIDE (Vendor)

JPO Logistics could provide logistics services for Jazzi's Creations, especially for shipping personalized gifts and craft supplies. This relationship would enable Jazzi's to efficiently deliver products to their customers, enhancing customer satisfaction.

Value: By utilizing JPO Logistics for deliveries, Jazzi's Creations could reduce shipping costs by 15% and increase delivery speed, leading to a potential revenue increase of \$2,000 per month from satisfied customers.

!• WHAT YOU PROVIDE (Referral)

Jazzi's Creations serves families and businesses looking for personalized gifts, which may include promotional items that require logistics services. They can refer clients needing shipping solutions to JPO Logistics, creating mutual referrals.

Value: By referring clients to JPO, Jazzi's can earn a referral fee of 10% on logistics contracts, potentially generating an additional \$1,000 in revenue per month.

Ø=Ü Partnership Scenario:

When a corporate client approaches Jazzi's for 500 custom mugs, Jazzi identifies that the client also needs a reliable shipping solution. They refer the client to JPO Logistics, ensuring the mugs are delivered on time. Jazzi earns a referral fee while JPO gains a new corporate client.

Ø<ß Unique Synergy:

This relationship is unique because it combines Jazzi's creative gift offerings with JPO's logistical capabilities, tapping into a shared customer base that values both personalization and efficiency.

Next Steps:

1. Create a referral agreement outlining the commission structure.
2. Host a joint networking event to introduce both customer bases to each other's services.
3. Develop co-branded marketing materials that emphasize the benefits of each business's services.

45. We buy any house

60% | One-way

Professional Services

! WHAT YOU PROVIDE (Collaboration)

Both businesses can collaboratively host events that serve different aspects of home ownership and family life, creating a unique experience.

Value: Potential to generate \$1,000 per event from ticket sales, plus additional revenue from craft materials and promotions.

Ø=Ü Partnership Scenario:

Jazzi's Creations could partner with We Buy Any House to host a 'Home Transition Craft Day' where families who have recently sold their homes can come and create personalized gifts to commemorate their old home. This event could charge \$40 per family, with 25 families participating, generating \$1,000 for Jazzi, while We Buy Any House gains exposure to potential future clients.

Ø<ß Unique Synergy:

This collaboration uniquely blends the emotional aspect of moving with a creative outlet, appealing to families' needs during transitions and enhancing community engagement.

Next Steps:

1. Plan the event logistics, including venue, supplies, and marketing strategy by next week.
2. Develop a co-branded promotional campaign to attract participants from both businesses' networks.
3. Set a date for the event within the next month to maintain momentum and generate excitement.

46. Free Agents Inc

75% | Bidirectional

Professional Services

! WHAT THEY PROVIDE (Referral)

Free Agents Inc can refer clients looking for team-building solutions and unique gift ideas to Jazzi's Creations, as both serve a similar demographic without direct competition.

Value: Free Agents can enhance their service package by offering clients access to Jazzi's creative events, potentially increasing their client retention and satisfaction while Jazzi gains new customers.

! WHAT YOU PROVIDE (Collaboration)

Jazzi's Creations can offer unique team-building workshops that align with Free Agents Inc's target market of companies seeking to enhance their employee engagement and creativity. This collaboration allows both businesses to leverage their strengths for mutual benefit.

Value: By collaborating on workshops, Jazzi's can generate an additional \$500-\$1,000 per session, while Free Agents can enhance their service offerings, making them more attractive to current and potential clients.

Ø=Ü Partnership Scenario:

During a consultation with a local marketing firm, Free Agents identifies a need for team-building activities. They recommend Jazzi's Creations, who can provide customized workshops. In return, Jazzi offers Free Agents a

referral fee of 10% for every client they send their way, creating a win-win situation.

Ø<ß Unique Synergy:

This referral relationship allows Free Agents to provide added value to their clients while helping Jazzzi tap into a consistent stream of corporate clients eager for creative engagement solutions.

Next Steps:

1. Develop a referral agreement that outlines commission structures for client introductions.
2. Create a brochure or digital content that showcases Jazzzi's offerings for Free Agents to share with clients.
3. Set up a quarterly check-in to review referral success and adjust marketing materials as needed.

47. Simple Creations By T

75% | Bidirectional

Professional Services

!• WHAT THEY PROVIDE (Vendor)

Simple Creations By T can provide personalized gifts and apparel for Jazzzi's Creations' events and workshops, enhancing the overall experience for participants.

Value: This partnership allows Jazzzi's Creations to offer additional personalized items at their events, potentially increasing per-event revenue by 20%.

!• WHAT YOU PROVIDE (Collaboration)

Both businesses focus on personalized gifts and creative expressions, making them ideal candidates for a collaborative project. Jazzzi's Creations can leverage Simple Creations By T's custom apparel services to enhance their workshop offerings.

Value: By collaborating, they can create bundled craft kits that include personalized apparel from Simple Creations, potentially increasing sales by 30% during holiday seasons.

Ø=Ü Partnership Scenario:

For an upcoming team-building workshop, Jazzzi's Creations orders 50 custom t-shirts from Simple Creations, featuring a unique design for the event. This order not only boosts Jazzzi's revenue by \$1,000 but also showcases Simple Creations' products to a new audience, expanding their reach.

Ø<ß Unique Synergy:

The pairing is unique as it combines event experiences with custom merchandise, allowing each business to enhance their product offerings and attract more customers seeking unique, personalized experiences.

Next Steps:

1. Create a list of upcoming events at Jazzzi's Creations where custom gifts/apparel can be integrated.
2. Establish pricing and design options for Simple Creations to offer to Jazzzi's Creations.
3. Set up a feedback mechanism to assess customer satisfaction with the combined offerings.