

BUSINESS RELATIONSHIP ANALYSIS

J P O L o g i s t i c s L L C !” N o s e n i o r l e f t b e h i n d f l . o r g

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

REFERRAL 1/2

70% conf

J P O L o g i s t i c s L L C !” N o s e n i o r l e f t b e h i n d f l . o r g

Reasoning:

JPO Logistics LLC and Noseniorleftbehindfl.org serve overlapping target markets. JPO can refer seniors needing transportation services to Noseniorleftbehindfl, while Noseniorleftbehindfl can refer clients needing logistics for moving or transporting items.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base and enhance service offerings, potentially generating an additional \$2,000-\$3,000 in revenue from each referral within a quarter.

Collaboration Example:

When JPO Logistics receives inquiries from seniors needing assistance with transporting their belongings, they can provide these leads to Noseniorleftbehindfl.org. For instance, if a senior client needs help moving to a new apartment, JPO will refer them to Noseniorleftbehindfl, who can assist with the move and provide companionship. Both companies could agree to split referral fees of \$100 for each successful connection, providing a steady income stream.

Synergy Potential:

The combination of logistics services and senior care creates a unique opportunity to address the transportation needs of an underserved demographic, enhancing both businesses' roles in community support.

Action Items:

1. Set up a referral agreement that outlines the terms of lead sharing and compensation.
2. Create joint marketing materials that highlight the services provided by both businesses, targeting seniors and their families.
3. Schedule a quarterly meeting to review referral success and make adjustments to the partnership as necessary.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Noseniorleftbehindfl.org / JPO Logistics LLC

Reasoning:

Noseniorleftbehindfl.org can refer clients to JPO Logistics for transportation needs, especially for seniors who may need help getting to medical appointments or community events, thereby expanding JPO's client base.

Value Proposition:

By tapping into Noseniorleftbehindfl's network, JPO Logistics could see an increase in service requests, potentially generating an additional \$1,500 to \$2,500 in revenue each month from senior transportation services.

Collaboration Example:

When Noseniorleftbehindfl assesses a senior who needs assistance getting to a doctor's appointment, they can refer them to JPO Logistics for reliable transport. For example, if a senior requires transportation to a weekly therapy session, Noseniorleftbehindfl connects them with JPO, who arranges the transportation. JPO could offer a discounted rate for these referrals, while Noseniorleftbehindfl earns a referral fee.

Synergy Potential:

This pairing uniquely addresses the growing need for transportation in the aging population, allowing JPO to penetrate a market that requires specialized services tailored for seniors.

Action Items:

1. Develop a standardized referral form for Noseniorleftbehindfl to easily connect clients with JPO's services.
2. Create a promotional campaign targeting local senior communities to explain the transportation services available.
3. Host an informational session at Noseniorleftbehindfl to educate seniors about the logistics services offered by JPO.

Value: MEDIUM

MUTUAL BENEFIT