

# BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc !” Simple Crea

2 Relationships Identified

## BUSINESS PROFILES

### Connections to the Nations Llc

Contact: Arlene Ortiz  
Industry: Professional Services  
Community Fair and Culture

### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

## COLLABORATION 1/2

85% conf

Simple Creations By T !” Connections to the Nations Llc

### Reasoning:

Simple Creations By T specializes in custom gifts which could be an attractive offering at the community events hosted by Connections to the Nations. This collaboration allows both businesses to enhance their offerings and attract more attendees.

### Value Proposition:

By collaborating, Simple Creations could expect to generate an additional \$2,000 in sales from event attendees, while Connections to the Nations could see a 30% increase in event participation due to unique offerings.

### Collaboration Example:

During the upcoming community fair, Simple Creations By T sets up a booth to create on-the-spot personalized gifts for attendees. For instance, they could offer custom mugs featuring the event's theme or local artwork, generating excitement and drawing in more foot traffic. This partnership could result in Simple Creations making \$1,500 in sales while enhancing the fair's appeal.

### Synergy Potential:

This partnership uniquely combines personalized gifting with community engagement, turning ordinary events into memorable experiences, which is often overlooked in traditional fairs.

**Action Items:**

1. Schedule a meeting between Tiana and Arlene to discuss the event details and logistics.
2. Design a marketing plan highlighting the unique offerings of personalized gifts at the fair.
3. Set up a pre-order system for custom gifts to ensure attendees can reserve their items in advance.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Connections to the Nations Lic'l Simple Creations By T

**Reasoning:**

Connections to the Nations serves businesses that may also be interested in personalized gifts for their corporate events or employee recognition, creating a referral opportunity.

**Value Proposition:**

Connections to the Nations can refer Simple Creations to their business clients, potentially generating \$1,000 in new sales for Simple Creations while enhancing their service offerings.

**Collaboration Example:**

After a community fair, Connections to the Nations encounters a local business looking for unique employee recognition awards. They refer this client to Simple Creations, who designs and delivers custom awards that strengthen client relationships and increase Simple Creations' revenue by \$800.

**Synergy Potential:**

Connections to the Nations has access to a network of businesses seeking community-focused solutions, which can drive demand for Simple Creations' personalized products in new markets.

**Action Items:**

1. Create a joint flyer that outlines referral benefits for local businesses.
2. Develop a commission structure for referrals made to Simple Creations.
3. Host a networking event where both businesses introduce their services to potential clients.

Value: MEDIUM

MUTUAL BENEFIT