

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

COLLABORATION 1/2

85% conf

MyahnArt LLC !” Simple Creations By T

Reasoning:

MyahnArt LLC's creative services can enhance the appeal of Simple Creations By T's custom gifts and apparel. By combining their artistic talents, they can create unique product offerings that attract more customers to both businesses.

Value Proposition:

By collaborating on a limited edition line of custom gifts that feature MyahnArt's designs, both businesses can increase their customer base and sales, potentially generating an additional \$5,000 in revenue during the initial launch month.

Collaboration Example:

MyahnArt LLC designs a line of custom-painted gift boxes that Simple Creations By T uses for their personalized keepsakes. Each box features a unique mural that reflects the occasion, such as weddings or graduations. This collaboration would be promoted on social media, leading to an expected increase in sales for both businesses, as clients seek out these exclusive gift options.

Synergy Potential:

The unique synergy lies in the fusion of MyahnArt's artistic flair and Simple Creations By T's personalization expertise, creating a product line that stands out in the market and appeals to customers looking for memorable gifts.

Action Items:

1. Schedule a brainstorming session to discuss potential product designs and themes for the collaboration.
2. Create a marketing plan that includes social media promotions and local events to showcase the new product line.
3. Set a launch date and prepare inventory for an exclusive release event in the Jacksonville area.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

75% conf

Simple Creations By T! MyahnArt LLC

Reasoning:

Simple Creations By T can provide custom apparel and accessories that MyahnArt LLC can use for their events. This would enhance MyahnArt's brand presence while providing Simple Creations with a steady order stream.

Value Proposition:

By supplying custom T-shirts and accessories for MyahnArt's live painting events, Simple Creations can secure contracts that generate approximately \$2,500 in sales per event, while MyahnArt benefits from branded merchandise.

Collaboration Example:

For an upcoming live painting event, MyahnArt LLC orders 50 custom T-shirts from Simple Creations By T featuring their logo and unique designs. These shirts are worn by staff during the event, creating a cohesive brand image while also being sold to attendees as merchandise. This partnership can lead to a significant boost in visibility and sales for both parties.

Synergy Potential:

This pairing is unique because MyahnArt's artistic events naturally require branded materials, presenting a seamless opportunity for Simple Creations to establish a recurring revenue stream while enhancing MyahnArt's event experience.

Action Items:

1. Discuss specific design ideas for the apparel that aligns with upcoming events.
2. Establish pricing and order quantities for the custom apparel needed for the next quarter.
3. Create a timeline for delivery and integration of the apparel into MyahnArt's marketing materials.

Value: MEDIUM

MUTUAL BENEFIT