

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” Noseniorleftbehindfl.org

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

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

COLLABORATION 1/2

85% conf

MyahnArt LLC !” Noseniorleftbehindfl.org

Reasoning:

MyahnArt LLC specializes in creative visual services, which can enhance the aesthetic appeal of Noseniorleftbehindfl.org's services for seniors. By collaborating, they can create a visually appealing environment for seniors during assessments, making the experience more pleasant and engaging.

Value Proposition:

By integrating MyahnArt's creative services, Noseniorleftbehindfl.org can enhance client satisfaction, potentially increasing referrals and client retention, leading to an estimated revenue increase of 15-20%.

Collaboration Example:

MyahnArt could create a vibrant mural in Noseniorleftbehindfl.org's consultation space that depicts scenes of community, nature, and intergenerational interaction. This mural could serve as a backdrop for assessments, promoting a positive atmosphere. They could also host a community art day where seniors create their own pieces, enhancing engagement and visibility for both businesses. MyahnArt earns \$1,000 for the mural commission, while Noseniorleftbehindfl.org attracts 20 new clients at the event.

Synergy Potential:

The unique synergy lies in the intersection of art and elder care; enhancing the emotional and aesthetic experience for seniors can create a differentiated service that both businesses can uniquely offer together.

Action Items:

1. Schedule a meeting to brainstorm mural concepts that resonate with seniors and their families.
2. Plan a community art day event and develop a marketing campaign to promote it.
3. Create a budget and timeline for the mural installation and event logistics.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org | MyahnArt LLC

Reasoning:

Noseniorleftbehindfl.org serves seniors who may be looking for personalized gifts or home decor, which aligns with MyahnArt's offerings. Referring clients to MyahnArt for custom artwork can provide value to both businesses without any competition.

Value Proposition:

Through referrals, Noseniorleftbehindfl.org can enhance its service offerings, potentially increasing client satisfaction and loyalty. MyahnArt gains access to a targeted market segment, increasing revenue by an estimated 10% from referrals.

Collaboration Example:

Noseniorleftbehindfl.org can provide brochures or digital links to MyahnArt's services during assessments, encouraging seniors to consider custom portraits or artwork as gifts for family members. For instance, if a senior is looking for a unique gift for a grandchild, Noseniorleftbehindfl.org can make a direct referral, thus creating a seamless service experience for the client.

Synergy Potential:

This pairing is unique as it combines artistic creativity with elder care services, fostering meaningful connections between seniors and their families through personalized art.

Action Items:

1. Develop a referral brochure for MyahnArt to distribute during consultations.
2. Create a joint promotional offer for seniors who use both services.
3. Set up a monthly check-in to assess the effectiveness of the referral program.

Value: MEDIUM

MUTUAL BENEFIT