

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!' flow

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

PARTNER 1/2

75% conf

flow!' Jazzi's Creations

Reasoning:

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 Proposition:

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.

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Jazzi's Creations | Flow

Reasoning:

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 Proposition:

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

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: MEDIUM

MUTUAL BENEFIT