

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations!" The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### COLLABORATION 1/2

85% conf

#### Jazzi's Creations!" The Collective Om

##### Reasoning:

Jazzi's Creations focuses on team-building craft workshops, which aligns well with The Collective Om's holistic health services targeting small businesses. By partnering on wellness-focused workshops, they can enhance employee engagement while promoting health and creativity.

##### Value Proposition:

Through this collaboration, Jazzi's can tap into The Collective Om's clientele, increasing workshop attendance and revenue by an estimated 30%. The Collective Om can promote its services to a wider audience, boosting client acquisition by 20%.

##### Collaboration Example:

Jazzi's Creations could host a 'Wellness and Craft Day' event at The Collective Om's location, where participants engage in mindfulness activities followed by a personalized craft session. For instance, 20 attendees create stress-relief jars filled with calming elements, while The Collective Om provides guidance on stress management techniques. Jazzi earns \$1,000 from the event, and The Collective Om gains exposure to potential new clients who are interested in holistic health.

##### Synergy Potential:

This partnership uniquely combines creativity and wellness, appealing to an audience that values both mental health and artistic expression, differentiating it from typical wellness workshops that lack a creative component.

**Action Items:**

1. Schedule a meeting to brainstorm event ideas and logistics within the next week.
2. Develop a joint marketing strategy targeting both customer bases, focusing on social media promotion.
3. Create a shared online registration page for the event to streamline sign-ups and payments.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

### The Collective Om !' Jazzi's Creations

**Reasoning:**

The Collective Om serves small businesses and individuals focused on self-growth, which overlaps with Jazzi's Creations' target market of businesses looking for promotional gifts and team-building activities. They can refer clients to each other without competing.

**Value Proposition:**

By referring clients to Jazzi's for team-building workshops and personalized gifts, The Collective Om can enhance its service offering while earning a referral fee, potentially increasing revenue by 15%. Jazzi's can access new clients that are already interested in health and wellness.

**Collaboration Example:**

During a wellness consultation, The Collective Om identifies a small business client interested in team-building activities. They refer the client to Jazzi's Creations, who then offers a tailored workshop package. As a result, Jazzi's gains a new client and shares a 10% referral fee with The Collective Om, creating a win-win scenario.

**Synergy Potential:**

The combination of health and creativity provides a holistic approach to employee engagement, making this referral relationship particularly strong and beneficial to both businesses.

**Action Items:**

1. Establish a referral agreement outlining the terms and commissions within the week.
2. Create a joint flyer highlighting both services to distribute to clients.
3. Host an introductory meeting to discuss how each business can best refer clients to ensure mutual success.

Value: MEDIUM

MUTUAL BENEFIT