

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !” JPO Logistics LLC

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

70% conf

JPO Logistics LLC !” Be Present Detalles

Reasoning:

JPO Logistics serves shippers and owner-operators who may require event planning services for corporate functions or logistics for transporting materials to events. Be Present Detalles targets busy professionals, who often need logistics support for their events.

Value Proposition:

By referring clients to each other, both businesses could expand their customer base and enhance service offerings, potentially increasing revenue by 15-20%.

Collaboration Example:

If JPO Logistics refers a corporate client to Be Present Detalles for an upcoming product launch event, Be Present can utilize JPO's logistics expertise to ensure timely delivery of promotional materials and setup. In return, Be Present can ensure JPO's branding is featured prominently at the event, leading to new leads for both companies.

Synergy Potential:

The unique synergy lies in JPO's logistics experience combined with Be Present's event expertise, enabling a seamless experience for clients who need both services. This combination offers a holistic solution that enhances client satisfaction and retention.

Action Items:

1. Schedule a meeting to discuss referral terms and how to track leads.
2. Develop a joint promotional campaign highlighting the benefits of using both services.
3. Create a referral agreement that outlines the incentives for each business.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Be Present Detailles !' JPO Logistics LLC

Reasoning:

Be Present Detailles could utilize JPO Logistics to manage transportation and logistics for their events, ensuring timely delivery and setup of materials.

Value Proposition:

By partnering with JPO, Be Present can ensure a smooth logistics process for events, potentially saving 10% on transportation costs and enhancing client satisfaction through reliable service.

Collaboration Example:

For an upcoming wedding event, Be Present Detailles can contract JPO Logistics to transport decor items and equipment. JPO ensures everything arrives at the venue on time, which allows Be Present to focus on event execution, resulting in a satisfied client who may refer more business.

Synergy Potential:

This relationship is unique because it integrates logistics directly into the event planning process, enhancing operational efficiency and client experience by providing a one-stop solution for event organizers.

Action Items:

1. Request a proposal from JPO Logistics for transport services for the next event.
2. Develop a logistics checklist to streamline collaboration for future events.
3. Set up a meeting to discuss potential volume discounts for recurring events.

Value: MEDIUM

MUTUAL BENEFIT