

# BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

## COLLABORATION 1/2

85% conf

MyahnArt LLC !” Organize Design Create

### Reasoning:

Both businesses operate in the marketing and design space, and they can enhance each other's service offerings. MyahnArt's unique creative services could complement Organize Design Create's marketing strategies, providing visually engaging content for clients.

### Value Proposition:

By collaborating, they can attract larger clients looking for comprehensive marketing solutions, potentially increasing revenue by 25% through joint projects.

### Collaboration Example:

MyahnArt could create a stunning mural for Organize Design Create's new office space, which they then use as a backdrop for client meetings and video content. In return, Organize Design Create could promote MyahnArt's services in their marketing campaigns, generating exposure to new clients. Together, they could host an open house event showcasing the mural while offering marketing workshops, attracting local businesses and generating an estimated \$2,000 in revenue from new client contracts.

### Synergy Potential:

This pairing is unique because MyahnArt's artistic flair can visually elevate Organize Design Create's marketing strategies, providing a distinctive edge that combines creativity and structure, appealing to clients seeking innovative branding.

### Action Items:

1. Schedule a meeting to brainstorm potential joint projects and define roles.
2. Develop a co-marketing strategy that includes social media shoutouts and cross-promotional campaigns.
3. Plan a collaborative event, such as a workshop or open house, to showcase their combined services.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Organize Design Create! MyahnArt LLC

### Reasoning:

Both businesses target similar customer segments, particularly those in need of enhancing their brand presence. Organize Design Create can refer clients needing custom artwork to MyahnArt, while MyahnArt can recommend Organize Design Create for clients needing marketing strategies.

### Value Proposition:

This referral relationship could lead to a steady stream of clients for both businesses, potentially increasing monthly revenue by 15% through successful client conversions.

### Collaboration Example:

Organize Design Create has a client who wants to revamp their brand image and needs a unique mural for their office. They refer this client to MyahnArt, who then creates a vibrant mural that enhances the workspace. In return, MyahnArt refers a client who needs a social media strategy to Organize Design Create, leading both businesses to share a satisfied client, thus creating a win-win situation.

### Synergy Potential:

The combination of MyahnArt's creative services with Organize Design Create's marketing expertise offers a holistic solution for businesses looking to elevate their brand, making their referrals more compelling and valuable.

### Action Items:

1. Establish a referral agreement outlining terms and expectations.
2. Create a shared marketing toolkit to promote each other's services.
3. Set up regular check-ins to discuss ongoing referrals and client feedback.

Value: MEDIUM

MUTUAL BENEFIT