

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing!" Jazzi's Creations

2 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

## COLLABORATION 1/2

80% conf

Jazzi's Creations! Communikate Design & Marketing

### Reasoning:

Jazzi's Creations offers DIY workshops that could be marketed to Communikate's clients, particularly for team-building events. This collaboration aligns both businesses' target markets—businesses looking to enhance team dynamics while also leveraging Communikate's marketing expertise to reach a broader audience.

### Value Proposition:

By collaborating on events, Jazzi's Creations can increase workshop attendance by 30%, while Communikate can enhance their service offerings, potentially increasing client retention and satisfaction.

### Collaboration Example:

Jazzi's Creations organizes a monthly 'Creative Networking Night' where Communikate promotes the event through their marketing channels. During this event, attendees participate in a craft session to create branded promotional items, with Communikate showcasing their design work. This can lead to a \$1,000 revenue stream for Jazzi, while Communikate gets the opportunity to showcase their branding skills directly to potential clients.

### Synergy Potential:

This partnership uniquely combines the creative craft aspect with strategic marketing, allowing both businesses to tap into each other's strengths—Jazzi's hands-on workshops and Communikate's design capabilities create a compelling offering that none can achieve alone.

### Action Items:

1. Schedule a meeting to brainstorm potential workshop topics that align with Communikate's clients' needs.
2. Develop a marketing plan for the 'Creative Networking Night' to maximize attendance.
3. Create a promotional package that outlines the benefits for businesses attending the workshops.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Communikate Design & Marketing | Jazzi's Creations

### Reasoning:

As Communikate Design & Marketing serves founders, solo entrepreneurs, and non-profits, they can refer clients looking for personalized gifts or promotional swag to Jazzi's Creations. This referral relationship can enhance service offerings for both businesses without direct competition.

### Value Proposition:

By referring clients, Communikate can earn a 10% commission on sales made by Jazzi's Creations, while Jazzi gains access to a new client base that is already interested in marketing and branding.

### Collaboration Example:

Communikate includes Jazzi's Creations in their client welcome packet, highlighting their workshop services and personalized gifts. When a new client expresses interest in promotional materials for an upcoming event, Communikate refers them directly to Jazzi, who fulfills a \$500 order for custom gifts. This not only generates revenue for Jazzi but also strengthens Communikate's client relationships by providing additional value.

### Synergy Potential:

The distinct advantage lies in the complementary nature of their services; while Communikate focuses on brand strategy, Jazzi emphasizes tangible promotional items, creating a holistic approach to client needs.

### Action Items:

1. Draft a referral agreement that outlines commission structures.
2. Create a presentation about Jazzi's offerings for Communikate to share with clients.
3. Set up an introductory meeting between both businesses to discuss cross-promotion strategies.

Value: MEDIUM

MUTUAL BENEFIT