

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !” MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De’Ana Aguas

Industry: Professional Services

Events and Experiences

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

MyahnArt LLC !” Be Present Detalles

Reasoning:

MyahnArt LLC specializes in custom artwork that can enhance events, while Be Present Detalles organizes those events. Collaborating would allow both businesses to offer a unique experiential component to events, appealing to their shared target market.

Value Proposition:

By incorporating live painting into events organized by Be Present Detalles, they can charge an additional premium for unique experiences, potentially increasing event revenue by 20%.

Collaboration Example:

For an upcoming wedding, Be Present Detalles could hire MyahnArt LLC to provide live painting during the ceremony. Myah would create a beautiful mural capturing the event's essence in real-time, while Be Present Detalles markets this unique offering to attract more clients. They could split the \$1,500 fee for the live painting, enhancing both brands' portfolios.

Synergy Potential:

This partnership uniquely combines artistic creativity with event planning, offering clients an unforgettable experience that neither could provide alone, thus enhancing their market appeal.

Action Items:

1. Schedule a meeting to discuss upcoming events where live painting could be integrated.
2. Create a joint marketing plan highlighting the unique experience for potential clients.
3. Develop a promotional package offering a discount for clients who book both services together.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles !' MyahnArt LLC

Reasoning:

Be Present Detalles works with clients who are often looking for creative services for events, which aligns with the offerings of MyahnArt LLC. Referring clients to MyahnArt would enhance the event experience they provide.

Value Proposition:

By referring clients to MyahnArt for custom artwork or murals, Be Present Detalles can enhance its service offerings, potentially increasing client satisfaction and retention, while also earning referral fees.

Collaboration Example:

When planning a corporate event, Be Present Detalles could recommend MyahnArt LLC for a customized mural that reflects the company's brand. This referral not only adds value to the event but also allows Be Present to earn a 15% referral fee from the \$2,000 mural commission.

Synergy Potential:

Both businesses serve a demographic that values creativity and unique experiences, allowing for seamless referrals that enhance client offerings and deepen customer relationships.

Action Items:

1. Develop a referral agreement outlining commission structures for successful leads.
2. Create a shared client database to track referrals and their outcomes.
3. Launch a joint marketing campaign showcasing both businesses to attract new clients.

Value: MEDIUM

MUTUAL BENEFIT