

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

75% conf

MyahnArt LLC !” The P-Way Solutions LLC

Reasoning:

MyahnArt LLC's target market includes businesses looking to enhance their aesthetics, which aligns well with The P-Way Solutions LLC's clientele who require commercial janitorial services. By referring each other, they can create a network of clients seeking comprehensive services.

Value Proposition:

Both businesses can increase their client base by tapping into each other's networks, potentially driving an additional \$10,000 in revenue per quarter through referrals.

Collaboration Example:

MyahnArt could refer The P-Way Solutions to a restaurant client that needs both a mural and ongoing cleaning services. In return, The P-Way Solutions could recommend MyahnArt for businesses they service that are looking to enhance their environments, creating a win-win scenario with shared revenue from both referrals.

Synergy Potential:

The synergy lies in their combined focus on enhancing business environments; MyahnArt improves aesthetics while The P-Way Solutions maintains cleanliness, creating a holistic service for clients.

Action Items:

1. Set up a referral agreement with clear commission rates for each client referred.

2. Create a joint marketing piece that illustrates how both services can elevate a business's customer experience.
3. Schedule a lunch meeting to explore cross-promotion strategies and share client feedback.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC ! MyahnArt LLC

Reasoning:

The P-Way Solutions LLC can refer MyahnArt LLC for businesses that are looking to enhance their space aesthetically, thus providing added value to their janitorial service offerings.

Value Proposition:

This referral can help MyahnArt secure projects that produce an average of \$2,500 per job while allowing The P-Way Solutions to offer clients a more comprehensive service package.

Collaboration Example:

The P-Way Solutions could discover a new commercial client who is moving into a space that needs both deep cleaning and aesthetic upgrades. They can refer MyahnArt to this client for mural work, ensuring the space looks appealing post-cleaning, and earn a referral fee for each job secured.

Synergy Potential:

By collaborating on referrals, they create a more compelling service offering that addresses both cleanliness and aesthetics, appealing to clients looking for a one-stop solution.

Action Items:

1. Establish a referral commission structure to incentivize mutual recommendations.
2. Develop case studies showcasing successful projects where both services were utilized.
3. Create a shared digital brochure that highlights the benefits of using both services together.

Value: MEDIUM

MUTUAL BENEFIT