

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T !" flow

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

flow

Contact: Miguel Camargo
Industry: Professional Services
Coaching

REFERRAL 1/2

80% conf

flow !" Simple Creations By T

Reasoning:

Both flow and Simple Creations By T target individuals and organizations looking to celebrate milestones, albeit in different ways. Flow's coaching services can be beneficial for clients looking for personal development, while Simple Creations provides personalized gifts for those milestones. Referring clients to each other can enhance their service offerings without direct competition.

Value Proposition:

By referring clients, both businesses could increase their customer base significantly, leading to a potential revenue increase of 20% for each business through cross-referrals.

Collaboration Example:

For instance, flow could refer clients who are celebrating personal achievements to Simple Creations for custom gifts, while Simple Creations can suggest flow's coaching services to clients looking to improve themselves. If each business refers 10 clients a month, with an average spend of \$100, both could see an additional \$1,000 in revenue monthly.

Synergy Potential:

The unique synergy lies in their complementary services; flow addresses personal growth while Simple Creations enhances those milestones with meaningful gifts, creating a holistic experience for clients.

Action Items:

1. Set up a referral agreement outlining the terms and benefits for each business.
2. Create a joint marketing flyer featuring both services to distribute at local events.
3. Host an introductory meeting to brainstorm more collaborative opportunities and establish trust.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

75% conf

Simple Creations By T | flow

Reasoning:

Simple Creations By T can leverage flow's coaching services to enhance their offerings, and flow can promote custom gifts for their clients. This partnership allows both businesses to create a unique package that appeals to their target markets.

Value Proposition:

The collaboration could generate an additional \$5,000 in sales for Simple Creations through bundled packages, while flow could gain \$1,500 from clients who purchase coaching services along with the gifts.

Collaboration Example:

They could organize a 'Milestone Celebration Package' where clients of flow receive a custom gift from Simple Creations after completing a coaching program. For example, if a client finishes a life coaching session, they would receive a personalized journal or gift box, enhancing the value of their coaching experience. This could lead to 30 packages sold in the first month.

Synergy Potential:

The pairing is unique because it combines personal development with tangible rewards, creating a more memorable experience for clients that neither business could achieve alone.

Action Items:

1. Design the 'Milestone Celebration Package' and define pricing and offerings.
2. Launch a social media campaign highlighting the benefits of both the coaching and the custom gifts.
3. Schedule a launch event to promote the collaboration and attract initial customers.

Value: MEDIUM

MUTUAL BENEFIT