

BUSINESS RELATIONSHIP ANALYSIS

O r g a n i z e D e s i g n C r e a t e ! " T h e P - W a y S o l u t i o n

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

The P-Way Solutions LLC

Contact: Pervis Lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

75% conf

The P-Way Solutions LLC ! Organize Design Create

Reasoning:

The P-Way Solutions specializes in commercial janitorial services, which can be a necessary aspect of maintaining a professional environment for Organize Design Create's clients. Since both businesses target small businesses and entrepreneurs, they can refer clients to one another without competing.

Value Proposition:

Increased client base for both businesses, potentially generating \$1,000+ in additional monthly revenue through referrals.

Collaboration Example:

The P-Way Solutions could refer Organize Design Create to its commercial clients requiring marketing services. For example, when a local startup hires The P-Way for cleaning, they can also suggest Organize Design Create for their marketing needs, leading to a package deal where both services are utilized, thus enhancing the startup's operational efficiency.

Synergy Potential:

The unique synergy arises from their complementary service offerings; while one ensures a clean workspace, the other enhances the business's visibility and brand, creating a holistic support system for small businesses.

Action Items:

1. Set up a referral agreement outlining commissions for each client referred.
2. Create co-branded marketing materials highlighting both services for potential clients.
3. Schedule a monthly networking lunch to discuss client needs and referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

Organize Design Create | The P-Way Solutions LLC

Reasoning:

Organize Design Create can provide marketing services to The P-Way Solutions, helping them address their current need for marketing and contacts. This vendor relationship can enhance The P-Way's visibility in their target market.

Value Proposition:

By implementing targeted marketing campaigns, The P-Way could see a 20% increase in new client inquiries, translating to an estimated \$2,000 in monthly revenue.

Collaboration Example:

Organize Design Create could design a marketing campaign specifically for The P-Way Solutions, including social media ads and flyers targeting local businesses. For instance, they could create an ad showcasing a limited-time offer for janitorial services, running it in local business directories and social media platforms. The increased visibility could lead to an uptick in contracts during peak business seasons.

Synergy Potential:

This pairing is unique because while The P-Way focuses on maintaining cleanliness, Organize Design Create can visually communicate the benefits of a clean workspace, thus enhancing the perceived value of The P-Way's services.

Action Items:

1. Conduct a marketing needs assessment for The P-Way to identify target audiences.
2. Develop a promotional strategy with specific timelines and deliverables.
3. Launch the marketing campaign within the next month and monitor engagement metrics.

Value: HIGH

MUTUAL BENEFIT