

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” Simple Creations By T

2 Relationships Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

### REFERRAL 1/2

70% conf

Simple Creations By T !” JPO Logistics LLC

#### Reasoning:

Simple Creations By T serves individuals and organizations looking for personalized gifts, which often includes businesses celebrating milestones. JPO Logistics could be a recommended logistics partner for these businesses when they need to ship their custom gifts, creating a referral opportunity that benefits both.

#### Value Proposition:

By referring JPO Logistics to her clients, Tiana could earn a commission for each successful referral, potentially increasing her revenue by 15% as she grows her business and the logistics company benefits from new clients.

#### Collaboration Example:

When Tiana has a client ordering 100 customized mugs for a corporate event, she can refer them to JPO Logistics for shipping. This referral could generate a \$1,000 shipping contract for JPO, while Tiana earns a \$150 commission, enhancing her client service.

#### Synergy Potential:

Both businesses appeal to clients celebrating special occasions; by referring each other, they can enhance customer satisfaction while expanding their service offerings without direct competition.

#### Action Items:

1. Set up a meeting to discuss referral terms and commission structure.

2. Create co-branded marketing materials to promote the referral program.
3. Launch a pilot referral program with a specific promotional period to track results.

Value: MEDIUM

MUTUAL BENEFIT

---

## VENDOR 2/2

60% conf

### JPO Logistics LLC | Simple Creations By T

#### Reasoning:

JPO Logistics can provide shipping services for Simple Creations By T's products, ensuring timely delivery of custom gifts, which is crucial for customer satisfaction. In turn, Tiana can guarantee her clients an efficient shipping service.

#### Value Proposition:

By utilizing JPO Logistics, Tiana can enhance her delivery capabilities, potentially increasing sales by 20% due to improved customer satisfaction and repeat business.

#### Collaboration Example:

For an upcoming holiday season, Tiana receives multiple orders of custom gifts that require delivery to clients across the country. By partnering with JPO Logistics, she can offer clients a seamless shipping option, ensuring all orders are delivered on time, which could lead to an increase in her holiday sales by \$5,000.

#### Synergy Potential:

JPO Logistics' expertise in freight services complements Simple Creations By T's need for reliable shipping, creating a streamlined process that enhances customer experiences and operational efficiency.

#### Action Items:

1. Establish a shipping contract that outlines rates and service levels.
2. Create a joint marketing campaign to highlight shipping services for holiday promotions.
3. Integrate JPO Logistics' shipping options directly into Simple Creations By T's online checkout process.

Value: MEDIUM

MUTUAL BENEFIT