

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” The P-Way S

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

80% conf

Communicate Design & Marketing !” The P-Way Solutions LLC

Reasoning:

Communicate Design & Marketing can provide marketing and branding services to enhance The P-Way Solutions' visibility and brand presence in the real estate sector. This partnership aligns well because The P-Way Solutions is in need of marketing support to attract more clients.

Value Proposition:

By engaging Communicate for a targeted marketing campaign, The P-Way Solutions could increase its client inquiries by 30%, translating to potential revenue growth of \$15,000 based on their current contract values.

Collaboration Example:

Communicate could design a comprehensive marketing strategy for The P-Way Solutions, including a new website and social media campaign targeting local businesses. They could launch a joint promotional event showcasing their services, where Communicate handles branding and design, while The P-Way provides live demonstrations of their janitorial services. This could generate new business leads for both parties.

Synergy Potential:

This pairing is unique as it combines the creative marketing expertise of Communicate with the operational service offering of The P-Way, allowing for a tailored approach that addresses both visibility and service delivery in a competitive market.

Action Items:

1. Schedule an initial consultation between Kate Reeve and Pervis Lowman to discuss The P-Way's branding needs.
2. Develop a proposal for a marketing campaign that includes a revamped website and social media content.
3. Plan a joint promotional event to showcase both businesses and attract potential clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' Communicate Design & Marketing

Reasoning:

The P-Way Solutions targets businesses that could benefit from improved marketing services, allowing them to refer their clients to Communicate Design & Marketing without any competitive overlap. This can create a steady stream of referrals for both businesses.

Value Proposition:

By referring clients to Communicate, The P-Way could earn a referral fee or commission, potentially increasing their revenue by 10% as they offer complementary services.

Collaboration Example:

The P-Way Solutions could identify a local small business client who is struggling with their online presence and refer them to Communicate. For instance, if a small restaurant client needs a new website, The P-Way could introduce them to Communicate, and both businesses could share in any resultant project fees, creating a win-win situation.

Synergy Potential:

This relationship is unique as it leverages The P-Way's existing client base to introduce targeted marketing services, creating an ecosystem of support that enhances service offerings without overlapping competition.

Action Items:

1. Identify and compile a list of suitable clients who could benefit from marketing services.
2. Establish a referral agreement outlining commission structures for successful leads.
3. Set up a joint meeting to discuss the referral process and share client success stories.

Value: MEDIUM

MUTUAL BENEFIT