

BUSINESS RELATIONSHIP ANALYSIS

J P O 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

75% conf

J P O Logistics LLC !” Simple Creations By T

Reasoning:

JPO Logistics LLC works with shippers and owner operators who may require custom gifts and apparel for branding or promotional activities. Simple Creations By T can provide tailored products that meet these needs, allowing both businesses to enhance their customer service offerings.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base, leading to potential revenue growth of 20% from cross-referrals.

Collaboration Example:

JPO Logistics could refer its shipping clients who are seeking branded merchandise to Simple Creations. For instance, a shipping company might want to order custom t-shirts for their drivers with the company logo, leading to a \$1,000 order for Tiana, while JPO earns a referral fee.

Synergy Potential:

This partnership is unique because it combines logistics and personalized branding, ensuring that both businesses cater to a shared clientele that values custom solutions for operational needs.

Action Items:

1. Set up a referral agreement that outlines the commission structure for each client referred.

2. Create joint marketing materials highlighting the benefits of custom branding for logistics clients.
3. Host a networking event to introduce both customer bases, showcasing Simple Creations' products alongside logistics services.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Simple Creations By T! JPO Logistics LLC

Reasoning:

Simple Creations By T can supply custom apparel and promotional items for JPO Logistics' team or clients, enhancing brand visibility and employee morale. This could lead to increased customer loyalty for JPO.

Value Proposition:

Utilizing Simple Creations for branded merchandise could save JPO 15% on marketing costs by providing in-house team apparel that fosters company culture and branding.

Collaboration Example:

JPO Logistics could place an order for 50 custom jackets featuring their logo for their dispatch team. This order would not only serve to unify the team but also create a professional image when meeting clients and partners, totaling approximately \$2,500 in orders to Simple Creations.

Synergy Potential:

The unique pairing lies in JPO's need for operational branding and visibility, while Simple Creations specializes in personalized merchandise, creating a direct link between service and brand presentation.

Action Items:

1. Discuss specific branding needs with JPO to create a catalog of potential merchandise.
2. Develop a promotional package for JPO's team events, offering discounts for bulk orders.
3. Collaborate on social media campaigns showcasing the custom apparel in action during logistics operations.

Value: MEDIUM

MUTUAL BENEFIT