

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” The P-W

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

### COLLABORATION 1/2

80% conf

## Celebrate & Smile International Steppers !” The P-Way Solutions LLC

#### Reasoning:

Celebrate & Smile International Steppers and The P-Way Solutions LLC can collaborate to enhance employee engagement and morale at businesses that require janitorial services. By integrating dance workshops into The P-Way's client offerings, both businesses can enhance their value propositions.

#### Value Proposition:

This partnership could attract new clients for both companies, potentially increasing revenue by 20-30% through combined service packages.

#### Collaboration Example:

Celebrate & Smile organizes a monthly 'Wellness Day' for The P-Way's commercial clients, where employees participate in a dance workshop followed by a showcase of clean, vibrant workspaces serviced by The P-Way. For each event attended by 50 employees, Celebrate & Smile earns \$1,000 while The P-Way showcases their cleaning services, leading to potential new contracts. This could happen next week at a local office building, bringing immediate visibility and engagement.

#### Synergy Potential:

This pairing is unique because it combines the creative arts with essential business services, demonstrating a holistic approach to employee wellness and satisfaction. Few janitorial companies integrate such creative, morale-boosting programs.

**Action Items:**

1. Schedule a meeting between Tiffany and Pervis to brainstorm collaboration ideas.
2. Create a pilot event plan for the first 'Wellness Day' at one of The P-Way's client locations.
3. Develop marketing materials that highlight the benefits of this collaboration for potential clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC ! Celebrate & Smile International Steppers

**Reasoning:**

The P-Way Solutions LLC can refer Celebrate & Smile to their commercial clients looking to enhance employee engagement, as both businesses target similar clientele without competing.

**Value Proposition:**

Referrals can lead to Celebrate & Smile acquiring new clients, potentially increasing revenue by 15-20% as they tap into The P-Way's established network.

**Collaboration Example:**

When The P-Way contracts with a new office building, they can recommend Celebrate & Smile for on-site dance workshops during employee appreciation events. For each referral that results in a booking, Celebrate & Smile could offer a commission of 10%, while The P-Way enhances their service portfolio.

**Synergy Potential:**

The unique synergy lies in The P-Way's direct access to businesses that value employee satisfaction, making them an ideal advocate for Celebrate & Smile's services.

**Action Items:**

1. Formalize a referral agreement between The P-Way and Celebrate & Smile.
2. Create a brochure that The P-Way can distribute to clients, detailing Celebrate & Smile's offerings.
3. Train The P-Way's sales team on how to pitch Celebrate & Smile's services effectively.

Value: MEDIUM

MUTUAL BENEFIT