

BUSINESS RELATIONSHIP ANALYSIS

J P O L o g i s t i c s L L C ! " R e l a x R e l a t e & R e l e a s e

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

REFERRAL 1/2

75% conf

J P O L o g i s t i c s L L C ! " R e l a x R e l a t e & R e l e a s e

Reasoning:

JPO Logistics serves shippers and owner operators, while Relax Relate & Release targets veterans. Both businesses can tap into a shared customer base without competing, as JPO could refer veterans seeking relaxation and stress relief after their logistics work.

Value Proposition:

JPO Logistics could increase client engagement by introducing Relax's services to their clients, creating a potential 10% increase in customer loyalty and retention.

Collaboration Example:

JPO Logistics could provide a promotional flyer for Relax Relate & Release in their shipping packages. For example, when a trucking company ships goods, they include a flyer offering a discount on massage therapy for veterans. This drives traffic to Relax while enhancing JPO's brand as a community-focused business.

Synergy Potential:

This partnership is unique because it leverages JPO's existing logistics network to access a demographic (veterans) that Relax is specifically targeting, thus enhancing both brand reach and community support.

Action Items:

1. Create a promotional flyer highlighting Relax's services specifically for veterans.

2. Integrate Relax's services into JPO's client communications and shipping packages.
3. Schedule a meeting between JPO and Relax to discuss the referral program and establish mutual incentives.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Relax Relate & Release! JPO Logistics LLC

Reasoning:

Relax Relate & Release can refer veterans who are owner operators to JPO Logistics for their freight needs. This aligns with Relax's commitment to supporting veterans, while JPO gains access to a niche market.

Value Proposition:

Relax can enhance its service offerings by providing logistical support options for veterans, leading to a potential 15% increase in client referrals to JPO.

Collaboration Example:

Relax could host an event specifically for veterans, where they provide free massages and include a presentation by JPO Logistics about opportunities in trucking. This event would encourage veterans to consider JPO for their logistics needs, resulting in immediate leads and partnerships.

Synergy Potential:

The pairing is special because Relax's focus on veterans complements JPO's logistics services, creating a supportive network that directly addresses the unique challenges faced by this demographic.

Action Items:

1. Plan an event centered around veterans with a massage therapy session and a logistics information session.
2. Develop a referral program where Relax gets a commission on each client referred to JPO who signs up for their services.
3. Create promotional materials that highlight both businesses at the event to maximize visibility.

Value: MEDIUM

MUTUAL BENEFIT