

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 services to The P-Way Solutions, which currently needs marketing support to reach new clients. By enhancing their online presence and branding, Communicate can help elevate The P-Way's visibility in the competitive janitorial market.

Value Proposition:

By securing a contract worth \$5,000 for a complete rebranding and marketing strategy, Communicate could boost its client roster while The P-Way could see a 20% increase in client inquiries post-implementation.

Collaboration Example:

Communicate could design a new website for The P-Way that includes an SEO-focused blog about commercial cleaning tips. This site upgrade could attract local businesses looking for janitorial services, and with a launch event, they could generate initial interest, leading to a projected \$10,000 increase in contracts within six months.

Synergy Potential:

The unique synergy lies in Communicate's ability to target and improve The P-Way's specific marketing needs with tailored strategies that resonate with small businesses, a demographic both companies are passionate about.

Action Items:

1. Schedule an initial consultation to discuss The P-Way's marketing needs.

2. Develop a proposal for a new website and branding strategy for The P-Way.
3. Set a timeline for the website launch and marketing campaign roll-out.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

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

Reasoning:

The P-Way Solutions interacts with various local businesses that may require marketing services, allowing them to refer Communicate to their clients. This mutual referral can expand Communicate's client base while providing The P-Way with additional value through enhanced service offerings.

Value Proposition:

By referring Communicate to just five clients in the next quarter, The P-Way can potentially earn \$500 in referral fees while Communicate gains five new clients.

Collaboration Example:

When The P-Way is contracted for a cleaning service, they can include a flyer for Communicate's marketing services within their welcome packets for new clients. This direct marketing approach could lead to immediate inquiries, enhancing both businesses' outreach.

Synergy Potential:

The P-Way's established relationships with local businesses create a natural avenue for Communicate's marketing services, facilitating a community-driven approach to both marketing and cleaning services.

Action Items:

1. Create a referral agreement that outlines terms and incentives for both parties.
2. Develop co-branded marketing materials that highlight both businesses' services.
3. Hold a joint networking event targeting local businesses to promote both services.

Value: MEDIUM

MUTUAL BENEFIT