

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” JPO Logistics LLC

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !” Free Agents Inc

Reasoning:

JPO Logistics and Free Agents serve overlapping target markets, with JPO Logistics targeting shippers and owner operators while Free Agents works with companies of 5 to 250 employees, which often include shipping and logistics needs. By referring clients to each other, they can enhance their service offerings without competing directly.

Value Proposition:

Increasing client base by 15% across both businesses through mutual referrals, leading to an estimated additional \$50,000 in revenue over the next year.

Collaboration Example:

JPO Logistics can refer its clients who need business consultancy or operational optimization to Free Agents. For instance, if a shipping client struggles to streamline their operations, JPO will send them to Free Agents, who can provide expert advice. In return, Free Agents will refer clients needing logistics services back to JPO, ensuring both businesses grow their clientele effectively.

Synergy Potential:

This partnership leverages JPO's logistics expertise and Free Agents' consultancy capabilities, creating a streamlined support system for businesses that require both logistics and business optimization, which is not commonly found in the Jacksonville market.

Action Items:

1. Set up a referral agreement outlining the terms of client referrals between both businesses.
2. Create joint marketing materials that highlight the complementary services offered by JPO and Free Agents.
3. Schedule a monthly meeting to discuss referral leads and client feedback to improve the collaboration.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

65% conf

Free Agents Inc !' JPO Logistics LLC

Reasoning:

Free Agents can enhance their service portfolio by introducing logistics solutions through JPO Logistics. They might encounter clients needing freight services, thus providing a comprehensive solution to their business challenges.

Value Proposition:

Free Agents can offer JPO's logistics services to their clients, potentially increasing overall service value by 20% and generating an additional \$30,000 in revenue by integrating logistics solutions into their consulting packages.

Collaboration Example:

When Free Agents works with a mid-sized client in need of operational restructuring, they can incorporate JPO Logistics' services for transportation solutions. For example, if a client needs to optimize their supply chain for a product launch, Free Agents can recommend JPO to handle the logistics, ensuring a smooth delivery process. This not only enhances the client's experience but also earns Free Agents a commission on the freight services.

Synergy Potential:

This pairing uniquely combines logistics with business consultancy, allowing Free Agents to provide a more comprehensive solution to their clients, which is rare in the Jacksonville area, where companies often struggle to find integrated service providers.

Action Items:

1. Develop a service package that includes both consulting and logistics solutions to offer to potential clients.
2. Arrange a workshop where JPO can present their logistics capabilities to Free Agents' team to enhance understanding and collaboration.
3. Identify key clients of Free Agents who have logistics needs and prioritize outreach for collaboration.

Value: MEDIUM

MUTUAL BENEFIT