

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

75% conf

JPO Logistics LLC !” Jamz Trainings

Reasoning:

JPO Logistics serves shippers and owner operators, while Jamz Trainings targets middle-age recreational athletes who may also require logistics for transporting sports equipment or attending events. They can refer clients to each other without competing for the same market.

Value Proposition:

Increased client base for both businesses through targeted referrals, potentially generating an additional \$10,000 in combined revenue over six months.

Collaboration Example:

When Jamz Trainings hosts a community sports event, JPO Logistics can provide transportation services for participants' gear. In return, Jamz can refer attendees to JPO for any logistics needs related to upcoming sports events, creating a mutually beneficial referral network.

Synergy Potential:

Both businesses target active community members, making them uniquely positioned to cross-promote their services to a similar clientele, enhancing community engagement.

Action Items:

1. Organize a meeting between Paulette and James to discuss referral strategies.

2. Create a referral program where each business offers discounts to referred clients.
3. Develop co-branded marketing materials highlighting both businesses' services.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Jamz Trainings ! JPO Logistics LLC

Reasoning:

Jamz Trainings' target market includes recreational athletes who may require logistics services for traveling to tournaments or training camps. Referring these athletes to JPO Logistics can provide valuable services without direct competition.

Value Proposition:

Access to a new customer segment for JPO Logistics, potentially leading to an additional \$5,000 in revenue from logistics services over the next quarter.

Collaboration Example:

As Jamz Trainings prepares for an upcoming tennis tournament, they can refer their athletes to JPO Logistics to handle transportation for their equipment. This not only helps athletes but also allows JPO to gain exposure to a new market of sports enthusiasts.

Synergy Potential:

The dual focus on fitness and logistics creates a unique opportunity for both businesses to engage with the active community, enhancing the visibility and value of their services.

Action Items:

1. Establish a referral agreement where Jamz shares JPO's logistics services with their clients.
2. Create joint promotional content that highlights the benefits of logistics for sports events.
3. Plan a joint event where both businesses can showcase their services to local HOA communities.

Value: MEDIUM

MUTUAL BENEFIT