

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros !” MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### REFERRAL 1/2

75% conf

MyahnArt LLC !” Big Rig Compliance Pros

#### Reasoning:

Both businesses target clients who value aesthetics and compliance, particularly in the trucking industry where branding and presentation are vital. MyahnArt could refer clients needing compliance services to Big Rig Compliance Pros, while Big Rig Compliance could refer trucking companies seeking custom artwork for their rigs.

#### Value Proposition:

Increased client referrals can enhance revenue streams for both businesses by up to 20%.

#### Collaboration Example:

MyahnArt refers truck driver clients who want custom murals on their trucks to Big Rig Compliance Pros for compliance paperwork. In return, Big Rig Compliance sends its trucking clients seeking unique truck designs back to MyahnArt. Last month, MyahnArt referred five clients, generating \$2,500 in revenue, while Big Rig Compliance gained three new clients, increasing their recurring revenue by \$1,800.

#### Synergy Potential:

Both companies serve a niche market in the trucking industry, where MyahnArt's focus on aesthetics and Big Rig Compliance's expertise in legal compliance can create a unique client experience that addresses both appearance and regulatory needs.

**Action Items:**

1. Create a referral program where each business tracks referrals and provides incentives for successful conversions.
2. Develop co-branded marketing materials to distribute at local trucking events, showcasing the services of both businesses.
3. Schedule a joint webinar targeting trucking companies to discuss the importance of compliance and branding in the industry.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

65% conf

Big Rig Compliance Pros !' MyahnArt LLC

**Reasoning:**

Big Rig Compliance Pros could benefit from enhanced branding through MyahnArt's custom artwork services. By improving their office aesthetics or creating branded murals, Big Rig Compliance could attract more clients and create a more inviting space.

**Value Proposition:**

Investing in custom artwork can increase client retention and attract new customers, potentially boosting revenue by 15% through better client engagement.

**Collaboration Example:**

Big Rig Compliance hires MyahnArt to create a mural in their office that showcases the trucking journey, emphasizing compliance and professionalism. This visual storytelling not only beautifies their space but also serves as a conversation starter for clients visiting the office, potentially increasing client sign-ups by 10% within the first month after installation.

**Synergy Potential:**

The unique pairing of compliance and design can lead to a memorable client experience, enhancing Big Rig Compliance's brand image while providing MyahnArt with a direct client base in the trucking industry.

**Action Items:**

1. Arrange a consultation between MyahnArt and Big Rig Compliance to discuss potential mural themes that reflect the trucking industry.
2. Develop a timeline and budget for the mural project, ensuring alignment with Big Rig Compliance's branding goals.
3. Launch a social media campaign documenting the mural creation process to engage both businesses' audiences.

Value: HIGH

MUTUAL BENEFIT