

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" The P-Way Solutions

### 2 Relationships Identified

#### BUSINESS PROFILES

##### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

##### The P-Way Solutions LLC

Contact: Pervis Lowman  
Industry: Real Estate  
Commercial Janitorial Services

#### REFERRAL 1/2

70% conf

#### Be Present Detalles!" The P-Way Solutions LLC

##### Reasoning:

Be Present Detalles caters to busy professionals and romantic couples, who may also require janitorial services for their events or homes. The P-Way Solutions can serve as a trusted vendor for cleaning services for events organized by Be Present Detalles.

##### Value Proposition:

Increased revenue through referral fees and expanded service offerings to clients, potentially generating an additional \$10,000 in annual revenue.

##### Collaboration Example:

When Be Present Detalles organizes a wedding or corporate event, they recommend The P-Way Solutions for post-event cleaning services. For every referral, Be Present earns a 10% commission on the service fee, creating a mutually beneficial cycle of business.

##### Synergy Potential:

Both businesses share a client base of busy professionals who value quality service and convenience, making referrals more likely to convert into sales, unlike generic partnerships where target markets may not align.

##### Action Items:

1. Set up a referral agreement outlining commission percentages and payment terms.

2. Create joint marketing materials highlighting the referral relationship.
3. Schedule a joint networking event to introduce both client bases to the partnership.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

60% conf

### The P-Way Solutions LLC / Be Present Detalles

#### Reasoning:

The P-Way Solutions can provide cleaning services for events organized by Be Present Detalles, ensuring a clean and professional environment which enhances the overall experience for clients.

#### Value Proposition:

Potential to secure \$5,000 in contracts for cleaning services during events, boosting The P-Way Solutions' business while providing a reliable service for Be Present's clients.

#### Collaboration Example:

Be Present Detalles organizes a large corporate retreat and arranges for The P-Way Solutions to handle all cleaning needs before and after the event. This collaboration ensures a pristine environment, with The P-Way Solutions receiving a contract worth \$2,500 for their services, while Be Present Detalles enhances client satisfaction.

#### Synergy Potential:

The unique synergy lies in Be Present's need for exceptional service at events and The P-Way Solutions' expertise in maintaining cleanliness, creating a seamless experience that stands out compared to basic vendor-client relationships.

#### Action Items:

1. Draft a service agreement for event-specific cleaning contracts.
2. Establish a communication protocol for timely service requests during events.
3. Hold a joint meeting to discuss service expectations and quality standards.

Value: MEDIUM

MUTUAL BENEFIT