

# BUSINESS RELATIONSHIP ANALYSIS

N o s e n i o r l e f t b e h i n d f l . o r g ! " S i m p l e C r e a t i o n s

2 Relationships Identified

## BUSINESS PROFILES

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson  
Industry: Professional Services  
Assessments for 55 and older in need of a service to help maintain independence.

### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

PARTNER 1/2

80% conf

Simple Creations By T ! Noseniorleftbehindfl.org

#### Reasoning:

Simple Creations By T creates custom gifts that can be tailored for seniors, which aligns with Noseniorleftbehindfl.org's focus on enhancing the lives of the elderly. By collaborating on personalized gift offerings, they can serve similar client needs without competing directly.

#### Value Proposition:

Increased revenue through joint marketing efforts and access to each other's customer bases, potentially generating an additional \$10K in sales from bundled offerings.

#### Collaboration Example:

Simple Creations By T can create personalized gift packages designed for seniors, such as custom photo albums or memory boxes, which Noseniorleftbehindfl.org can offer to their clients as part of their service packages. For example, when a senior completes an assessment, they receive a personalized gift from Simple Creations, enhancing their experience and creating an emotional connection. Both businesses split the profits from these gift packages.

#### Synergy Potential:

This partnership uniquely combines custom gifting with senior care services, creating a personalized approach that enhances the emotional well-being of seniors while driving sales for both businesses.

### Action Items:

1. Schedule a meeting between Tiana and Wanda to discuss potential gift ideas tailored for seniors.
2. Develop a marketing plan to promote the custom gift offerings through both businesses' channels.
3. Create a pilot program where select clients of Noseniorleftbehindfl.org receive custom gifts from Simple Creations.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org !' Simple Creations By T

### Reasoning:

Noseniorleftbehindfl.org serves seniors who may be interested in personalized keepsakes, aligning with Simple Creations By T's offerings. Referring clients who are celebrating milestones or anniversaries can create a steady stream of potential customers for Tiana.

### Value Proposition:

Increased customer referrals for Simple Creations By T, potentially leading to \$5K in additional sales from referrals within the first year.

### Collaboration Example:

Noseniorleftbehindfl.org can include a flyer or a special offer for Simple Creations By T in their welcome packets for new clients. For instance, when a senior engages with Noseniorleftbehindfl.org for companionship services, they receive a voucher for a discount on custom gifts, encouraging them to celebrate their milestones with personalized items from Simple Creations.

### Synergy Potential:

This relationship utilizes Noseniorleftbehindfl.org's existing network of seniors who value personalization, making the referral process seamless and effective.

### Action Items:

1. Create a referral agreement outlining the commission structure for each referred client.
2. Design promotional materials highlighting Simple Creations' products to include in Noseniorleftbehindfl.org's client communications.
3. Train Noseniorleftbehindfl.org's staff on how to identify opportunities to refer clients to Simple Creations.

Value: MEDIUM

MUTUAL BENEFIT