

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” Jazzi’s Creations

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

VENDOR 1/2

70% conf

JPO Logistics LLC !” Jazzi’s Creations

Reasoning:

JPO Logistics could provide logistics services for Jazzi's Creations, especially for shipping personalized gifts and craft supplies. This relationship would enable Jazzi's to efficiently deliver products to their customers, enhancing customer satisfaction.

Value Proposition:

By utilizing JPO Logistics for deliveries, Jazzi's Creations could reduce shipping costs by 15% and increase delivery speed, leading to a potential revenue increase of \$2,000 per month from satisfied customers.

Collaboration Example:

JPO Logistics manages all the shipping logistics for Jazzi's Creations during the busy holiday season. For instance, if Jazzi's receives an order for 100 custom gift baskets, JPO handles the entire shipping process, ensuring timely delivery to clients across Jacksonville. This partnership allows Jazzi's to focus on crafting while JPO efficiently manages the logistics.

Synergy Potential:

This pairing is unique because Jazzi's Creations' need for reliable, cost-effective shipping aligns perfectly with JPO's logistics expertise, creating a streamlined process that enhances customer experience for both businesses.

Action Items:

1. Set up an introductory meeting between Paulette Orr and Jasmyne Irizarry to discuss logistics needs.
2. Develop a trial shipping agreement for Jazzi's to test JPO's services during the upcoming holiday season.
3. Create a joint promotional campaign highlighting the partnership benefits to customers.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Jazzi's Creations !' JPO Logistics LLC

Reasoning:

Jazzi's Creations serves families and businesses looking for personalized gifts, which may include promotional items that require logistics services. They can refer clients needing shipping solutions to JPO Logistics, creating mutual referrals.

Value Proposition:

By referring clients to JPO, Jazzi's can earn a referral fee of 10% on logistics contracts, potentially generating an additional \$1,000 in revenue per month.

Collaboration Example:

When a corporate client approaches Jazzi's for 500 custom mugs, Jazzi identifies that the client also needs a reliable shipping solution. They refer the client to JPO Logistics, ensuring the mugs are delivered on time. Jazzi earns a referral fee while JPO gains a new corporate client.

Synergy Potential:

This relationship is unique because it combines Jazzi's creative gift offerings with JPO's logistical capabilities, tapping into a shared customer base that values both personalization and efficiency.

Action Items:

1. Create a referral agreement outlining the commission structure.
2. Host a joint networking event to introduce both customer bases to each other's services.
3. Develop co-branded marketing materials that emphasize the benefits of each business's services.

Value: MEDIUM

MUTUAL BENEFIT