

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

Simple Creations By T

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

COLLABORATION 1/2

75% conf

Jazzi's Creations!" Simple Creations By T

Reasoning:

Both businesses focus on personalized gifts and creative expressions, making them ideal candidates for a collaborative project. Jazzi's Creations can leverage Simple Creations By T's custom apparel services to enhance their workshop offerings.

Value Proposition:

By collaborating, they can create bundled craft kits that include personalized apparel from Simple Creations, potentially increasing sales by 30% during holiday seasons.

Collaboration Example:

Jazzi's Creations organizes a holiday-themed DIY workshop where participants create personalized ornaments and also receive a custom t-shirt with their family name. Simple Creations provides the t-shirts, and they split the \$500 workshop fee. This not only increases engagement but also promotes both brands to a wider audience.

Synergy Potential:

The unique synergy lies in their shared focus on personalization and crafting, allowing them to create experiences that are more engaging than what either could offer alone. Their combined offerings can attract a broader clientele looking for memorable gift experiences.

Action Items:

1. Schedule a meeting between Jasmyne and Tiana to brainstorm potential workshop themes and offerings.
2. Develop a marketing plan highlighting the new bundled workshop and promotional items.
3. Launch the holiday workshop within the next month to capitalize on seasonal demand.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Simple Creations By T! Jazzi's Creations

Reasoning:

Simple Creations By T can provide personalized gifts and apparel for Jazzi's Creations' events and workshops, enhancing the overall experience for participants.

Value Proposition:

This partnership allows Jazzi's Creations to offer additional personalized items at their events, potentially increasing per-event revenue by 20%.

Collaboration Example:

For an upcoming team-building workshop, Jazzi's Creations orders 50 custom t-shirts from Simple Creations, featuring a unique design for the event. This order not only boosts Jazzi's revenue by \$1,000 but also showcases Simple Creations' products to a new audience, expanding their reach.

Synergy Potential:

The pairing is unique as it combines event experiences with custom merchandise, allowing each business to enhance their product offerings and attract more customers seeking unique, personalized experiences.

Action Items:

1. Create a list of upcoming events at Jazzi's Creations where custom gifts/apparel can be integrated.
2. Establish pricing and design options for Simple Creations to offer to Jazzi's Creations.
3. Set up a feedback mechanism to assess customer satisfaction with the combined offerings.

Value: MEDIUM

MUTUAL BENEFIT