

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings !” Jazzi’s Creations

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

#### Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

75% conf

#### Jazzi’s Creations !” Jamz Trainings

##### Reasoning:

Jazzi’s Creations can offer personalized gift items for Jamz Trainings' clients, especially for special occasions like birthdays or achievements. This collaboration allows Jamz to enhance their client experience while providing Jazzi with a steady stream of orders.

##### Value Proposition:

Jazzi's Creations could generate an additional \$1,000 per month from personalized gifts, while Jamz strengthens client retention through added value.

##### Collaboration Example:

Jazzi's Creations partners with Jamz Trainings to provide personalized fitness achievement medals or trophies for clients who complete their training programs. When a client completes a 12-week transformation, Jamz awards them a custom medal designed by Jazzi. This collaboration not only costs Jamz \$30 per medal but also adds a special touch that increases client satisfaction and encourages referrals.

##### Synergy Potential:

The unique synergy lies in Jazzi's ability to create personalized, meaningful gifts that complement Jamz's focus on personal achievement, enhancing the emotional connection clients feel towards their fitness journey.

### Action Items:

1. Schedule a meeting between Jasmyne and James to discuss potential designs and pricing of personalized fitness awards.
2. Develop a marketing strategy to promote the new offering to Jamz's current clients.
3. Create a social media campaign showcasing clients receiving their personalized medals to attract new clients to both businesses.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

65% conf

Jamz Trainings !' Jazzi's Creations

### Reasoning:

Jamz Trainings serves a demographic that seeks wellness and community, which can also benefit from the workshops and gifts provided by Jazzi's Creations. Referring clients who may want to engage in team-building activities or personalized gifts creates a natural referral relationship.

### Value Proposition:

By referring clients to Jazzi, Jamz can enhance their service offering and potentially increase client loyalty, while Jazzi gains access to a new customer base.

### Collaboration Example:

During a fitness workshop, Jamz discusses the importance of team bonding and recommends Jazzi's Creations for DIY workshops. Jamz provides pamphlets about upcoming craft events to clients, and for each referral, they receive a 10% discount on their next training session, incentivizing clients to engage with both businesses.

### Synergy Potential:

This pairing is unique as it connects health and wellness with creative expression, appealing to clients who value both aspects in their lives.

### Action Items:

1. Create referral cards for Jamz to hand out to clients, offering discounts for both businesses.
2. Organize an introductory craft workshop for Jamz's clients at Jazzi's studio to build relationships.
3. Coordinate a joint event where Jamz offers a fitness class followed by a crafting session led by Jazzi.

Value: MEDIUM

MUTUAL BENEFIT