

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative!" Jazzi's Creations

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

85% conf

#### Jazzi's Creations!" IV Creative

##### Reasoning:

Jazzi's Creations and IV Creative can collaborate on creating unique marketing materials for local businesses. By utilizing Jazzi's craft skills and IV's design expertise, they can create personalized promotional items that stand out in the local market.

##### Value Proposition:

This partnership could generate additional revenue through joint offerings of customized marketing products, potentially increasing sales by 20% for both businesses.

##### Collaboration Example:

Jazzi's Creations can design and produce a series of customized, DIY craft kits for IV Creative's clients as promotional gifts for their marketing campaigns. For example, if IV Creative is launching a new local café brand, they can collaborate with Jazzi to create DIY kits that include branding materials, which can be gifted to local influencers. They split the revenue from kit sales, enhancing both their portfolios and increasing local visibility.

##### Synergy Potential:

The unique synergy lies in merging Jazzi's hands-on crafting expertise with IV's digital marketing skill set, creating a more engaging customer experience that traditional marketing lacks. This allows both businesses to tap into a niche market of personalized, creative promotional solutions.

**Action Items:**

1. Schedule a brainstorming session to outline potential joint products and services.
2. Develop a marketing plan to promote the new DIY craft kits to local businesses.
3. Set up a trial collaboration with a selected local business to test the DIY kit concept.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**IV Creative !' Jazzi's Creations****Reasoning:**

IV Creative serves local businesses that could benefit from the personalized gift offerings of Jazzi's Creations without competing directly. Referring clients to Jazzi can add value to IV's service portfolio.

**Value Proposition:**

By referring clients to Jazzi, IV Creative can enhance its service offerings and potentially earn a referral fee, while Jazzi gains new customers for its personalized gifts and crafting workshops.

**Collaboration Example:**

IV Creative can create a marketing campaign for a local wedding planner who needs unique gifts for their clients. They refer the planner to Jazzi's Creations for customized wedding favors, earning a referral fee of 10% on each order placed. This not only strengthens their relationship but also provides Jazzi with a new revenue stream.

**Synergy Potential:**

IV Creative's existing relationships with local businesses can create a streamlined referral process that helps Jazzi tap into a broader market, while IV enhances its reputation by offering diverse and unique services to its clients.

**Action Items:**

1. Identify key local business clients who could benefit from Jazzi's offerings.
2. Create a referral agreement outlining commission structures for successful leads.
3. Develop a joint promotional strategy to showcase the collaboration on social media and local events.

Value: MEDIUM

MUTUAL BENEFIT