

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” Tosh’s Urban Garden

2 Relationships Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### Tosh’s Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

### VENDOR 1/2

75% conf

## JPO Logistics LLC !” Tosh’s Urban Garden

#### Reasoning:

JPO Logistics provides dispatching services that could be beneficial for Tosh's Urban Garden, especially if they expand their distribution of herbal products. JPO can handle the logistics of shipping these products to retailers or directly to customers.

#### Value Proposition:

JPO Logistics could potentially increase its revenue by taking on additional shipments for Tosh’s Urban Garden, while Tosh's Urban Garden would save on shipping costs and ensure timely delivery of their products.

#### Collaboration Example:

Tosh's Urban Garden can partner with JPO Logistics to set up a recurring shipment schedule for their herbal products to health food stores across Jacksonville. For example, JPO could handle weekly deliveries of teas and tinctures, guaranteeing freshness and efficient supply chain management, creating a reliable service that enhances both brands' reputations.

#### Synergy Potential:

The pairing is unique as JPO Logistics can tap into the growing health and wellness market while supporting a local business that aligns with eco-conscious values, creating positive brand associations.

### Action Items:

1. Arrange a meeting between Paulette Orr and Latachia Kins-Hunt to discuss potential shipping needs and logistics requirements.
2. Conduct a trial shipment for a week to evaluate the efficiency and costs involved.
3. Create a promotional package highlighting the partnership that could be shared with both companies' customer bases.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Tosh's Urban Garden !' JPO Logistics LLC

### Reasoning:

Tosh's Urban Garden targets health-conscious individuals who may also require logistics services for their own products, such as small local farmers or artisans. By referring these clients to JPO Logistics, Tosh can add value to her customer relationships.

### Value Proposition:

Tosh's Urban Garden could earn referral fees from JPO Logistics for each client they bring in, adding a new revenue stream while providing her customers with reliable logistics solutions.

### Collaboration Example:

Tosh could host a workshop on herbal health at her Urban Garden, inviting local growers, and during this event, she can introduce JPO Logistics as a solution for their shipping needs. Each attendee receives a referral card that offers them a discount on their first shipment with JPO, thereby generating leads for JPO.

### Synergy Potential:

This relationship is unique as it leverages Tosh's established trust with her health-conscious clientele to gain credibility for JPO Logistics, who may be new to this market segment.

### Action Items:

1. Identify potential local growers and artisans within Tosh's network that could benefit from logistics services.
2. Develop a referral program that outlines the benefits for both businesses.
3. Promote the referral program through social media and at Tosh's events to maximize visibility.

Value: MEDIUM

MUTUAL BENEFIT