

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### REFERRAL 1/2

75% conf

## JPO Logistics LLC !” WhitBits Cookies

#### Reasoning:

JPO Logistics serves shippers and owner operators, while WhitBits Cookies targets corporate professionals and event planners. Both businesses can refer clients to each other, as event planners may require logistics services for their events and corporate professionals may need catering for meetings.

#### Value Proposition:

Increasing referral traffic could lead to a potential revenue increase of 20% for both businesses as they tap into each other's customer bases.

#### Collaboration Example:

During a corporate event planned by an office manager, WhitBits Cookies provides cookie catering services. If the event requires shipping materials or equipment, the office manager could then rely on JPO Logistics to handle those logistics, leading to both companies receiving a portion of the business from the same event.

#### Synergy Potential:

The unique synergy lies in the intersection of logistics and event planning, where timely delivery of cookies can enhance corporate events, thus strengthening both businesses' reputations and customer satisfaction.

#### Action Items:

1. Schedule a meeting between Paulette Orr and Whitney Branch to discuss mutual referral opportunities.

2. Create a co-branded brochure highlighting services and referral advantages for clients.
3. Launch a referral program offering discounts or incentives for clients referred between businesses.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

WhitBits Cookies !' JPO Logistics LLC

**Reasoning:**

WhitBits Cookies could supply cookies for events that require logistics services, allowing JPO Logistics to enhance their service offerings by providing catering options during freight delivery for events.

**Value Proposition:**

Adding cookie delivery to JPO Logistics' service offerings could potentially increase their service appeal, leading to a projected 15% increase in service contracts for events requiring logistics.

**Collaboration Example:**

For a large corporate event, JPO Logistics could deliver necessary equipment and materials while also delivering a selection of WhitBits Cookies as a part of their service. This not only enhances the logistics offering but also creates a unique selling point for JPO Logistics in the corporate sector.

**Synergy Potential:**

This pairing uniquely combines logistics with event catering, enabling JPO Logistics to differentiate its offerings in a competitive market by providing a delightful touch with WhitBits Cookies, thus creating a full-service experience.

**Action Items:**

1. Develop a bundled service package that includes logistics and cookie delivery for events.
2. Create a pricing structure for WhitBits Cookies that allows JPO Logistics to include them in their logistics contracts.
3. Host a tasting event for potential corporate clients to showcase the cookie offerings alongside logistics services.

Value: MEDIUM

MUTUAL BENEFIT