

# 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

## VENDOR 1/2

75% conf

WhitBits Cookies !” JPO Logistics LLC

### Reasoning:

WhitBits Cookies could utilize JPO Logistics LLC to deliver their homemade cookies to corporate clients and event planners. This arrangement can enhance JPO's service offerings by incorporating food logistics, while allowing WhitBits to ensure timely delivery of their products.

### Value Proposition:

Potentially increase revenue for WhitBits by 20% through reliable logistics services, while providing JPO with a new client segment for their transportation services.

### Collaboration Example:

WhitBits Cookies could arrange for a large order of cookies for a corporate event at a local office. JPO Logistics would handle the delivery, ensuring the cookies arrive fresh and on time. For instance, if WhitBits secures an order for 500 cookies for a tech company's product launch, JPO could coordinate a delivery schedule that aligns with the event, charging a flat rate for the transportation services while WhitBits benefits from a guaranteed delivery service.

### Synergy Potential:

This partnership leverages JPO's logistics expertise in handling time-sensitive deliveries and WhitBits' appeal to corporate clients, creating a unique niche service that enhances both companies' value propositions.

### Action Items:

1. Schedule a meeting between Paulette Orr and Whitney Branch to discuss logistics needs for cookie deliveries.
2. Create a trial delivery plan for an upcoming corporate event where WhitBits can showcase their cookies.
3. Develop a pricing structure that benefits both businesses for future orders and deliveries.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

JPO Logistics LLC /' WhitBits Cookies

### Reasoning:

JPO Logistics serves shippers and owner operators, who often organize corporate events and may need catering services, including cookies. Referring WhitBits to these clients can enhance JPO's service offerings and create additional revenue streams for WhitBits.

### Value Proposition:

Increasing WhitBits' client base by accessing JPO's network of corporate shippers, potentially boosting sales by 15% through direct referrals.

### Collaboration Example:

After delivering freight to a corporate client, JPO Logistics could refer WhitBits Cookies for their upcoming office party. JPO could provide a flyer or a digital introduction that highlights WhitBits' offerings, ensuring that their client knows where to order premium cookies for events.

### Synergy Potential:

The unique pairing of logistics and gourmet food services allows JPO to enhance their client relationships by offering quality catering referrals, while WhitBits gains access to a new market segment without any additional marketing costs.

### Action Items:

1. Identify key clients in JPO's portfolio who host corporate events and might need catering.
2. Create marketing materials for WhitBits that JPO can distribute to their clients.
3. Develop a referral agreement that outlines the benefits for both parties for each successful referral.

Value: MEDIUM

MUTUAL BENEFIT