

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations!" Simple Creations By T

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

#### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

### COLLABORATION 1/2

85% conf

Jazzi's Creations!" Simple Creations By T

#### Reasoning:

Both Jazzi's Creations and Simple Creations By T specialize in personalized gifts, making a collaboration appealing to expand their offerings. They can leverage each other's customer bases to create unique products that appeal to their mutual target markets.

#### Value Proposition:

By collaborating on a line of co-branded gifts, they could increase sales by 30% during holiday seasons through shared marketing efforts and combined product offerings.

#### Collaboration Example:

Jazzi's Creations and Simple Creations By T could host a 'Create Your Own Gift' workshop where participants personalize items like custom shirts and unique craft gifts. They can charge \$75 per participant, expecting 20 attendees, resulting in \$1,500 in total revenue, split evenly, giving each business \$750 while enhancing customer engagement.

#### Synergy Potential:

This partnership is unique because they both emphasize personalization and craftsmanship, allowing them to offer a diverse selection of custom products that enhance the customer experience beyond what either could do alone.

### Action Items:

1. Schedule a meeting next week to brainstorm potential workshop themes and product ideas.
2. Develop a joint marketing campaign to promote the workshop through social media and local events.
3. Create a shared online platform for customers to register and learn about the collaborative offerings.

Value: HIGH

MUTUAL BENEFIT

### VENDOR 2/2

70% conf

Simple Creations By T | Jazzi's Creations

### Reasoning:

Simple Creations By T can supply custom apparel that Jazzi's Creations can incorporate into their DIY craft workshops, enhancing the crafting experience with personalized clothing options.

### Value Proposition:

If Jazzi's Creations sells just 100 custom shirts through workshops over a busy season, with a profit margin of \$10 per shirt, it could generate an additional \$1,000 in revenue.

### Collaboration Example:

During a family craft day, Jazzi's Creations could offer participants the chance to personalize T-shirts created by Simple Creations By T. For example, each participant could choose a shirt design and decorate it, creating a memorable experience while earning \$1,500 in profit from 150 shirts sold.

### Synergy Potential:

The collaboration stands out because Jazzi's Creations provides a hands-on crafting experience while Simple Creations By T offers quality custom apparel, creating a comprehensive and engaging product offering that enhances both brands.

### Action Items:

1. Initiate a discussion about pricing and design options for T-shirts to be offered in Jazzi's workshops.
2. Plan a promotional event to showcase the new apparel offerings at Jazzi's Creations.
3. Create a feedback loop from workshop participants to refine and expand apparel options based on preferences.

Value: MEDIUM

MUTUAL BENEFIT