

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !" Simple Creations By

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

COLLABORATION 1/2

85% conf

Be Present Detalles !" Simple Creations By T

Reasoning:

Be Present Detalles can utilize the custom gifts and apparel from Simple Creations By T to enhance their events and experiences. This collaboration allows Be Present to offer unique, personalized keepsakes as part of their event packages, while Simple Creations gains exposure to Be Present's clientele.

Value Proposition:

By incorporating Simple Creations' custom gifts into event packages, Be Present can increase their average event revenue by 20%, while Simple Creations can expand their customer base significantly.

Collaboration Example:

At an upcoming romantic retreat organized by Be Present Detalles, they could offer a package that includes personalized keepsakes from Simple Creations, such as custom-embroidered blankets or engraved wine glasses. Each couple would receive these items as part of their experience, resulting in a memorable event, with Be Present earning an additional \$1,000 in package sales and Simple Creations securing orders for 50 customized gifts.

Synergy Potential:

This partnership uniquely blends experiential event planning with personalized gifting, creating a memorable touchpoint for clients that neither business could achieve alone. The ability to offer bespoke experiences elevates both brands, fostering loyalty and enhancing customer satisfaction.

Action Items:

1. Set up a meeting between De'Ana Aguas and Tiana Harris to discuss potential event collaboration.
2. Create a joint marketing campaign showcasing the personalized gifts as part of Be Present's event packages.
3. Develop a pricing structure for bundled services that incentivizes clients to choose both offerings.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

75% conf

Simple Creations By T! Be Present Detalles**Reasoning:**

Simple Creations By T can supply custom gifts for Be Present Detalles' events. This vendor relationship can enhance Be Present's offerings while providing Simple Creations with consistent business.

Value Proposition:

Simple Creations can expect a steady stream of orders from Be Present, potentially increasing their monthly revenue by 15% through bulk orders for events.

Collaboration Example:

For Be Present's upcoming corporate event, Simple Creations could provide custom tote bags featuring the company logo for all attendees. With an order of 100 bags at \$10 each, Be Present can provide a professional touch to their event, while Simple Creations generates \$1,000 in revenue and gains future business leads from event attendees.

Synergy Potential:

This vendor relationship allows Be Present to enhance their event experience with high-quality, customized products, while Simple Creations gains a reliable source of income and visibility in professional networks.

Action Items:

1. Discuss the types of custom products that would be most beneficial for Be Present's events.
2. Establish a pricing agreement for bulk orders that works for both businesses.
3. Create a timeline for upcoming events to align production schedules and delivery dates.

Value: MEDIUM

MUTUAL BENEFIT