

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency !” Simple Creations By T

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

### REFERRAL 1/2

80% conf

#### JAX AI Agency !” Simple Creations By T

##### Reasoning:

JAX AI Agency targets small and mid-sized businesses that could benefit from Simple Creations By T's custom gifts for employee recognition, client appreciation, and promotional events. They can refer clients who are looking for personalized items to enhance their brand image.

##### Value Proposition:

Increased customer satisfaction and retention for clients of JAX AI, while Simple Creations By T gains access to a new client base, potentially increasing sales by 20% through referrals.

##### Collaboration Example:

When a client of JAX AI Agency, a local real estate firm, seeks to celebrate a successful quarter, JAX AI could recommend Simple Creations By T for custom branded gift baskets. The real estate firm orders 50 baskets, resulting in a \$1,500 sale for Simple Creations, while JAX AI strengthens its relationship with the client by providing value-added services.

##### Synergy Potential:

The unique synergy lies in JAX AI's deep understanding of business needs and Simple Creations By T's personalized offerings, creating opportunities for meaningful client engagement that neither could achieve alone.

**Action Items:**

1. JAX AI Agency to create an email introduction template for clients to Simple Creations By T.
2. Simple Creations By T to prepare a catalog of gift options tailored for business clients.
3. Both businesses to schedule a joint networking event to promote their services.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

Simple Creations By T | JAX AI Agency

**Reasoning:**

Simple Creations By T can provide custom gifts and promotional items that JAX AI Agency could use for client appreciation and marketing events. These items can enhance JAX AI's brand presence and client relationships.

**Value Proposition:**

JAX AI could save 15% on marketing costs through local vendor partnerships, while Simple Creations By T gains a steady stream of business from corporate orders.

**Collaboration Example:**

JAX AI Agency is hosting a launch event for its new AI service. They could order custom-branded notebooks and pens from Simple Creations, spending \$800 on 100 items for attendees. This not only enhances the event experience but also promotes JAX AI's brand, while Simple Creations benefits from the bulk order.

**Synergy Potential:**

This relationship leverages JAX AI's technological innovation with Simple Creations' personalized touch, creating a branding experience that resonates with clients and enhances both businesses' visibility.

**Action Items:**

1. Simple Creations By T to provide a special pricing tier for JAX AI's bulk orders.
2. JAX AI to identify upcoming events and campaigns that would benefit from promotional items.
3. Both to explore social media cross-promotions showcasing their collaboration.

Value: HIGH

MUTUAL BENEFIT