

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Connecti

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale
Industry: Arts & Creative
community/employee enhancement through art of dance

Connections to the Nations Llc

Contact: Arlene Ortiz
Industry: Professional Services
Community Fair and Culture

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers!" Connections to the Nations Llc

Reasoning:

Celebrate & Smile International Steppers can enhance the community fairs organized by Connections to the Nations by providing dance performances and interactive dance workshops. This adds artistic flair to the fairs while promoting community engagement.

Value Proposition:

Both businesses can draw larger crowds to their events, increasing attendance by an estimated 30%, which translates into higher revenue through ticket sales and vendor participation fees.

Collaboration Example:

During the upcoming Community Fair hosted by Connections to the Nations, Celebrate & Smile International Steppers can set up a booth where attendees can sign up for a free dance class. They could also perform a routine on stage and offer a mini dance workshop, attracting an audience. The event could result in 50 new sign-ups for Celebrate's classes and increased visibility for Connections, leading to potential sponsorships.

Synergy Potential:

The unique synergy lies in the blend of artistic expression and community engagement, where Celebrate & Smile brings a dynamic element to Connections' events, making them more memorable and appealing to families and local businesses.

Action Items:

1. Schedule a meeting between Tiffany Barksdale and Arlene Ortiz to discuss the upcoming Community Fair.
2. Draft a proposal for the types of dance performances and workshops Celebrate can offer at the event.
3. Create a joint marketing plan to promote the Community Fair and the dance activities to attract a diverse audience.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations LLC / Celebrate & Smile International Steppers

Reasoning:

Connections to the Nations has access to a variety of local businesses that may be interested in enhancing employee relations through art and dance, providing a referral channel for Celebrate & Smile.

Value Proposition:

By referring local businesses to Celebrate & Smile, Connections can earn a referral fee of 10% for each new client that signs up for dance classes, while Celebrate gains access to new customers.

Collaboration Example:

After discussing employee wellness programs with a local company at a fair, Arlene Ortiz refers them to Celebrate & Smile for their team-building dance sessions. The company books a package for 10 sessions, leading to a \$1,000 contract for Celebrate, and Connections earns a \$100 referral fee.

Synergy Potential:

Connections to the Nations' established network of businesses complements Celebrate's niche services, creating opportunities for both parties to thrive by tapping into the employee enhancement market.

Action Items:

1. Develop a referral agreement that outlines terms between both businesses.
2. Create a one-pager for Connections to easily present Celebrate's offerings to potential business clients.
3. Set a goal for the number of referrals to be made in the next quarter.

Value: MEDIUM

MUTUAL BENEFIT