

# BUSINESS RELATIONSHIP ANALYSIS

J P O Logistics LLC !” The Collective Om

2 Relationships Identified

## BUSINESS PROFILES

### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

70% conf

J P O Logistics LLC !” The Collective Om

#### Reasoning:

JPO Logistics serves shippers and owner operators who may also be small business owners or individuals seeking wellness services. The Collective Om caters to similar demographics, particularly women focused on self-growth, making it likely they can refer clients to each other without competition.

#### Value Proposition:

By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue by 10-15% through new client acquisition.

#### Collaboration Example:

JPO Logistics could include a flyer or digital coupon for The Collective Om in their dispatch packets sent to drivers. When a driver visits The Collective Om for a wellness service, they mention the referral and receive a discount, while JPO Logistics receives a referral fee for each new customer they bring in.

#### Synergy Potential:

This pairing uniquely targets the self-care needs of logistics professionals who often work in high-stress environments, creating a niche market that prioritizes both productivity and wellness.

#### Action Items:

1. Develop a referral agreement outlining commission percentages for referred clients.

2. Create promotional materials for JPO Logistics to distribute to their network.
3. Schedule a joint marketing meeting to brainstorm additional promotional strategies.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

The Collective Om / JPO Logistics LLC

### Reasoning:

The Collective Om's target market of small businesses includes those who may require logistics services, especially if they are expanding their operations or shipping products. Referring clients to JPO Logistics could provide a valuable service to their customers.

### Value Proposition:

By referring clients to JPO Logistics, The Collective Om can enhance its service offerings, creating a more holistic experience for clients, potentially leading to increased customer loyalty and additional revenue streams.

### Collaboration Example:

The Collective Om could host a workshop on stress management for small business owners, where they invite JPO Logistics to present on efficient shipping and logistics management. Attendees would gain insights into both wellness and logistics, leading to increased referrals to JPO for their shipping needs.

### Synergy Potential:

This partnership stands out by addressing both the operational and wellness needs of small business owners, creating a comprehensive support system that can elevate overall business performance.

### Action Items:

1. Organize a co-hosted workshop and draft an agenda that includes both wellness and logistics topics.
2. Create a joint promotional campaign targeting small business owners in Jacksonville, highlighting the benefits of both services.
3. Establish a tracking method to measure referrals and outcomes from the workshop.

Value: MEDIUM

MUTUAL BENEFIT