

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

COLLABORATION 1/2

85% conf

Jazzi's Creations!" The Collective Om

Reasoning:

Jazzi's Creations can provide craft workshops focusing on wellness themes that align with The Collective Om's holistic health services. This collaboration can attract clients from both businesses, enhancing their offerings and providing a unique experience.

Value Proposition:

By collaborating on wellness workshops, both businesses can access a broader audience while enhancing their service portfolios, potentially generating an additional \$1,000 in revenue per event.

Collaboration Example:

Jazzi's Creations hosts a monthly 'Mindfulness Craft Night' where participants create personalized wellness journals. The Collective Om offers a mini-session on stress management techniques. For example, in the first workshop, 30 attendees pay \$40 each, generating \$1,200 in total, split between the two businesses. Jazzi also gains new clients for her craft studio, while The Collective Om enhances its community visibility.

Synergy Potential:

This partnership uniquely combines creativity and wellness, appealing to clients who seek holistic approaches to self-care through crafting, thus providing a fresh perspective that neither business could achieve alone.

Action Items:

1. Schedule a planning meeting to outline workshop themes and logistics.
2. Create marketing materials highlighting the first 'Mindfulness Craft Night' event.
3. Set up a joint social media campaign to promote the collaboration.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The Collective Om !' Jazzi's Creations

Reasoning:

The Collective Om serves a target market that overlaps with Jazzi's Creations, particularly women focused on self-growth who may be interested in personalized gifts or team-building workshops.

Value Proposition:

By referring clients to Jazzi's for personalized gifts, The Collective Om can enhance its service offerings and earn potential referral fees, while Jazzi gains access to a clientele looking for unique gift solutions.

Collaboration Example:

The Collective Om includes a referral card for Jazzi's Creations in their welcome packets for new clients. If just 20% of clients utilize the card for a \$50 gift, Jazzi could see an additional \$500 in sales each month, while The Collective Om earns a 10% commission on referrals.

Synergy Potential:

This referral relationship is powerful given both businesses cater to women seeking personal development, allowing them to mutually benefit from increased visibility and customer engagement.

Action Items:

1. Establish a referral agreement detailing commission structures.
2. Design promotional materials for The Collective Om to distribute to clients.
3. Monitor referral success rates and adjust strategy as necessary.

Value: MEDIUM

MUTUAL BENEFIT