

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations !" The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

COLLABORATION 1/2

80% conf

Jazzi's Creations !" The P-Way Solutions LLC

Reasoning:

Jazzi's Creations can leverage The P-Way Solutions' janitorial services to create a clean and welcoming environment for their craft workshops and events. This collaboration enhances the overall workshop experience, making it more appealing to clients.

Value Proposition:

By collaborating, Jazzi's Creations could increase workshop attendance by 20%, potentially generating an additional \$1,000 in revenue per month through improved customer satisfaction and referrals.

Collaboration Example:

Jazzi's Creations could host a monthly 'Craft & Clean' event where participants create personalized gifts while learning about the benefits of a clean workspace. The P-Way Solutions provides cleaning supplies and offers a free on-site consultation for attendees, helping Jazzi to connect with at least 15 new potential clients, while The P-Way gains exposure to local businesses that may need ongoing janitorial services.

Synergy Potential:

This pairing uniquely combines creativity with cleanliness, tapping into the growing trend of experiential workshops while ensuring that the environment remains sanitary and inviting for participants. The collaboration highlights how a clean space can enhance creativity.

Action Items:

1. Plan and schedule the first 'Craft & Clean' event for next month.
2. Create joint marketing materials highlighting the benefits of cleanliness in creative spaces.
3. Establish a referral discount program for attendees who book janitorial services through The P-Way Solutions.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' Jazzi's Creations

Reasoning:

The P-Way Solutions serves small businesses that may need promotional swag and gifts for their own branding purposes, creating an opportunity for cross-referrals.

Value Proposition:

This referral relationship could lead to at least 5 new clients for Jazzi's Creations per month, translating to an estimated \$2,500 in additional revenue from gift orders.

Collaboration Example:

The P-Way Solutions can refer their small business clients to Jazzi's Creations for customized cleaning supplies or promotional items. For instance, if a local café needs branded mugs, The P-Way Solutions can recommend Jazzi's, ensuring their clients receive quality products while earning a referral fee for each successful order.

Synergy Potential:

This partnership leverages each business's existing client base, with The P-Way Solutions enhancing their service offerings by providing clients with access to unique promotional products, thereby increasing their value proposition.

Action Items:

1. Develop a referral program that incentivizes The P-Way Solutions for each client they refer to Jazzi's Creations.
2. Create a joint brochure that outlines the services of both businesses for use in client interactions.
3. Schedule a meeting between both teams to brainstorm additional cross-promotion strategies.

Value: MEDIUM

MUTUAL BENEFIT