

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Organize Design Create

Contact: Victoria Price  
Industry: Marketing & Design  
Marketing for entrepreneurs, non-profits, and small businesses.

VENDOR 1/2

80% conf

Be Present Detalles!" Organize Design Create

#### Reasoning:

Be Present Detalles can utilize the marketing services of Organize Design Create to enhance their visibility and attract more clients, particularly busy professionals and couples looking for unique events. In exchange, Organize Design Create can benefit from showcasing their work through Be Present Detalles' events.

#### Value Proposition:

By leveraging Organize Design Create's marketing strategies, Be Present Detalles could potentially increase its client base by 20%, translating to an additional \$10,000 in revenue from new events.

#### Collaboration Example:

Be Present Detalles could hire Organize Design Create to develop a targeted social media campaign for an upcoming Valentine's Day event. This campaign would include paid ads and engaging content, leading to increased ticket sales and a projected revenue increase of \$5,000 from the event.

#### Synergy Potential:

The unique synergy lies in Be Present Detalles' strong focus on creating memorable experiences, which can be showcased effectively through Organize Design Create's marketing expertise, allowing both businesses to enhance their brand presence.

### Action Items:

1. Set up a meeting for De'Ana and Victoria to discuss specific marketing needs and objectives.
2. Organize a trial marketing campaign for Be Present Detalles' next event to evaluate effectiveness.
3. Draft a service agreement outlining the marketing services to be provided and performance expectations.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Organize Design Create | Be Present Detalles

### Reasoning:

Organize Design Create serves a target market that includes entrepreneurs and professionals, which overlaps with Be Present Detalles' audience of busy professionals and romantic couples. Referring clients between each other can enhance service offerings.

### Value Proposition:

Through mutual referrals, both businesses can increase client acquisition, potentially adding 10 new clients per month for each business, leading to an estimated combined revenue increase of \$15,000.

### Collaboration Example:

Organize Design Create could refer a startup couple looking to celebrate their recent business launch to Be Present Detalles for a custom event package. In return, Be Present Detalles can refer clients needing branding support to Organize Design Create, creating a seamless client experience.

### Synergy Potential:

This partnership capitalizes on the complementary nature of Be Present Detalles' event services and Organize Design Create's marketing solutions, creating a comprehensive support system for clients seeking to elevate their personal and professional milestones.

### Action Items:

1. Develop a referral program that outlines benefits for both businesses when a client is referred.
2. Create a joint marketing piece that highlights both services for mutual distribution.
3. Schedule monthly check-ins to discuss referral outcomes and optimize strategies.

Value: MEDIUM

MUTUAL BENEFIT