

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

VENDOR 1/2

75% conf

JPO Logistics LLC !” MyahnArt LLC

Reasoning:

JPO Logistics could provide logistics services for MyahnArt's projects that require transportation of art supplies, materials, or finished artworks. This relationship makes sense as JPO Logistics has expertise in general freight services, which can enhance MyahnArt's operational efficiency.

Value Proposition:

By utilizing JPO Logistics for transportation, MyahnArt can save up to 15% on shipping costs compared to their current providers, leading to increased profitability on each project.

Collaboration Example:

When MyahnArt has a large mural project for a corporate client, JPO Logistics can handle the shipping of all materials required for the mural. For instance, if MyahnArt needs to transport a large canvas and paint supplies to a downtown Jacksonville location, JPO can ensure timely delivery, allowing MyahnArt to complete the project on time and maintain client satisfaction.

Synergy Potential:

The unique synergy arises from JPO Logistics' specialization in freight services paired with MyahnArt's need for reliable transport for delicate art materials. This pairing allows for a streamlined logistic flow tailored specifically for the art and events industry.

Action Items:

1. Set up an introductory meeting between Paulette Orr and Myahn Freeman to discuss logistics needs.
2. Create a customized shipping solution proposal for MyahnArt's upcoming projects within the next week.
3. Develop a shared calendar for tracking shipment schedules for MyahnArt's art deliveries.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

MyahnArt LLC !' JPO Logistics LLC

Reasoning:

MyahnArt serves businesses that enhance customer experience, which could include companies relying on logistics for their operations. By referring clients in need of freight services to JPO Logistics, MyahnArt can create an additional revenue stream through referral fees.

Value Proposition:

MyahnArt can earn a 10% referral fee for every client they send to JPO Logistics, potentially generating additional monthly income as they refer multiple clients needing shipping services.

Collaboration Example:

During a meeting with a corporate event planner, MyahnArt can identify that the planner is struggling with logistics for an upcoming art exhibition. MyahnArt refers this planner to JPO Logistics, resulting in a seamless transport solution for the exhibition materials. This creates a win-win where MyahnArt earns a referral fee and JPO gains a new client.

Synergy Potential:

The synergy lies in MyahnArt's established relationships with event planners who often need reliable logistics, making the referral invaluable for JPO Logistics to tap into a niche market.

Action Items:

1. Develop a referral agreement outlining commission structures and terms between MyahnArt and JPO Logistics.
2. Create marketing materials that highlight JPO's logistics services for MyahnArt to share with clients.
3. Set up regular check-in meetings to discuss referred clients and any feedback on service.

Value: MEDIUM

MUTUAL BENEFIT