

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Organize Design Create

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

Organize Design Create

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

COLLABORATION 1/2

85% conf

Jazzi's Creations!" Organize Design Create

Reasoning:

Jazzi's Creations offers team-building workshops that could greatly benefit from marketing services provided by Organize Design Create. By collaborating, both businesses can enhance their service offerings and expand their reach to new clients.

Value Proposition:

This partnership could generate an estimated \$1,000 in combined revenue from a single corporate workshop event, with potential for recurring engagements as Jazzi's Creations gains new clients through targeted marketing efforts.

Collaboration Example:

Jazzi's Creations and Organize Design Create team up to host a 'Corporate Creativity Day' event, where Organize Design promotes the workshop to local businesses. Attendees participate in crafting personalized gifts while learning about branding strategies from Organize Design. The event, priced at \$200 per participant, brings in 50 participants, yielding \$10,000 in revenue, split between the two businesses.

Synergy Potential:

This partnership uniquely combines creative workshops with strategic marketing, allowing Jazzi's Creations to enhance its corporate offerings while providing Organize Design with a tangible product-based service to showcase their marketing effectiveness.

Action Items:

1. Schedule a meeting to discuss potential workshop themes and logistics.
2. Develop a marketing plan for the 'Corporate Creativity Day' event.
3. Create joint promotional materials highlighting both businesses' services.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Organize Design Create! Jazzi's Creations

Reasoning:

Since both businesses target similar demographics—entrepreneurs and families—Organize Design can refer clients looking for unique promotional gifts and team-building experiences to Jazzi's Creations.

Value Proposition:

This referral relationship could lead to a 20% increase in client acquisition for Jazzi's Creations, potentially resulting in an additional \$500 per month from new business.

Collaboration Example:

When Organize Design works with a startup that needs promotional items for an upcoming launch, they refer the client to Jazzi's Creations for customized swag. Jazzi's provides a package deal, and the startup orders \$2,000 worth of items, resulting in a commission of \$400 for Organize Design.

Synergy Potential:

The unique synergy comes from their ability to leverage each other's client bases—Jazzi's Creations provides tangible products, while Organize Design enhances the visibility of these products through effective marketing strategies.

Action Items:

1. Create a referral agreement outlining commission structures.
2. Set up a shared database of leads to streamline referrals.
3. Plan a joint networking event to introduce both client bases.

Value: MEDIUM

MUTUAL BENEFIT