

# BUSINESS RELATIONSHIP ANALYSIS

J P O L o g i s t i c s L L C ! " R e l a x R e l a t e & R e l e a s e

2 Relationships Identified

## BUSINESS PROFILES

### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

REFERRAL 1/2

70% conf

J P O L o g i s t i c s L L C ! " R e l a x R e l a t e & R e l e a s e

#### Reasoning:

JPO Logistics serves shippers and owner operators, while Relax Relate & Release targets veterans. Since they cater to different needs, they could effectively refer clients to each other without competing directly, enhancing customer satisfaction.

#### Value Proposition:

Increased customer base through cross-referrals, potentially increasing revenue by 15% for both businesses.

#### Collaboration Example:

JPO Logistics could recommend Relax Relate & Release to their shipping clients who are veterans, offering a special discount for services. For example, if a veteran truck driver uses JPO for freight services, they would receive a 20% discount on their first massage session, encouraging repeat business for both.

#### Synergy Potential:

This partnership leverages JPO's logistics expertise with Relax's health focus, providing a holistic approach that supports the well-being of veterans in the logistics industry.

#### Action Items:

- Establish a referral agreement outlining the discount structure for clients referred between businesses.
- Create joint marketing materials, including flyers and email campaigns, targeting veterans within the logistics sector.

3. Schedule a meeting to discuss the logistics of implementing a referral system and tracking effectiveness.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

60% conf

Relax Relate & Release! JPO Logistics LLC

### Reasoning:

Relax Relate & Release could refer clients who are veterans looking for logistics services. This crossover can create an avenue for veterans who may be owner operators or shippers to find reliable freight services.

### Value Proposition:

Enhanced service offerings for veterans, potentially generating a 10% increase in client acquisition for JPO Logistics.

### Collaboration Example:

Relax Relate & Release could include a flyer about JPO Logistics' services in their massage therapy welcome packets for veterans. For instance, if a veteran comes in for a massage, they receive information on how to access affordable logistics services, fostering a sense of community and support.

### Synergy Potential:

This relationship uniquely addresses the needs of veterans by connecting health and logistics, creating a support network that reinforces their well-being and professional lives.

### Action Items:

1. Develop referral materials that include JPO's services to be distributed in Relax's client welcome packets.
2. Host an event where both businesses present their services to veterans, enhancing community engagement.
3. Set up a tracking system to monitor referrals and assess the effectiveness of the partnership.

Value: MEDIUM

MUTUAL BENEFIT