

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" Simple Creations By T

### 2 Relationships Identified

#### BUSINESS PROFILES

##### Be Present Detalles

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

##### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

#### COLLABORATION 1/2

85% conf

#### Be Present Detalles!" Simple Creations By T

##### Reasoning:

Be Present Detalles can utilize the custom gifts and apparel from Simple Creations By T to enhance their events and experiences. This collaboration allows Be Present to offer unique, personalized keepsakes as part of their event packages, while Simple Creations gains exposure to Be Present's clientele.

##### Value Proposition:

By incorporating Simple Creations' custom gifts into event packages, Be Present can increase their average event revenue by 20%, while Simple Creations can expand their customer base significantly.

##### Collaboration Example:

At an upcoming romantic retreat organized by Be Present Detalles, they could offer a package that includes personalized keepsakes from Simple Creations, such as custom-embroidered blankets or engraved wine glasses. Each couple would receive these items as part of their experience, resulting in a memorable event, with Be Present earning an additional \$1,000 in package sales and Simple Creations securing orders for 50 customized gifts.

##### Synergy Potential:

This partnership uniquely blends experiential event planning with personalized gifting, creating a memorable touchpoint for clients that neither business could achieve alone. The ability to offer bespoke experiences elevates both brands, fostering loyalty and enhancing customer satisfaction.

**Action Items:**

1. Set up a meeting between De'Ana Aguas and Tiana Harris to discuss potential event collaboration.
2. Create a joint marketing campaign showcasing the personalized gifts as part of Be Present's event packages.
3. Develop a pricing structure for bundled services that incentivizes clients to choose both offerings.

Value: HIGH

MUTUAL BENEFIT

**VENDOR 2/2**

75% conf

Simple Creations By T! Be Present Detalles

**Reasoning:**

Simple Creations By T can supply custom gifts for Be Present Detalles' events. This vendor relationship can enhance Be Present's offerings while providing Simple Creations with consistent business.

**Value Proposition:**

Simple Creations can expect a steady stream of orders from Be Present, potentially increasing their monthly revenue by 15% through bulk orders for events.

**Collaboration Example:**

For Be Present's upcoming corporate event, Simple Creations could provide custom tote bags featuring the company logo for all attendees. With an order of 100 bags at \$10 each, Be Present can provide a professional touch to their event, while Simple Creations generates \$1,000 in revenue and gains future business leads from event attendees.

**Synergy Potential:**

This vendor relationship allows Be Present to enhance their event experience with high-quality, customized products, while Simple Creations gains a reliable source of income and visibility in professional networks.

**Action Items:**

1. Discuss the types of custom products that would be most beneficial for Be Present's events.
2. Establish a pricing agreement for bulk orders that works for both businesses.
3. Create a timeline for upcoming events to align production schedules and delivery dates.

Value: MEDIUM

MUTUAL BENEFIT