

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations !" MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

COLLABORATION 1/2

80% conf

Jazzi's Creations !" MyahnArt LLC

Reasoning:

Jazzi's Creations can enhance the visual appeal of its DIY workshops by incorporating MyahnArt's custom murals and live painting services. This collaboration can create an engaging atmosphere that attracts more clients looking for unique experiences.

Value Proposition:

By teaming up, both businesses can increase event attendance by 30%, leading to an estimated additional revenue of \$1,500 per workshop for Jazzi's Creations and additional exposure for MyahnArt.

Collaboration Example:

During an upcoming DIY workshop at Jazzi's Creations, MyahnArt can provide live painting of a mural that reflects the theme of the crafts being created. As participants enjoy their crafting, they can also watch the mural develop, creating a unique and memorable experience. Jazzi's Creations charges \$50 per participant; with 30 attendees, they earn \$1,500, while MyahnArt receives \$500 for the mural creation.

Synergy Potential:

The combination of DIY crafting and live art creates a unique, immersive experience that differentiates them from standard workshops or art classes, appealing to families and corporate clients alike.

Action Items:

1. Schedule a meeting to discuss potential themes for collaborative workshops.
2. Create a joint marketing plan highlighting the unique experience of crafting alongside live art.
3. Plan a pilot workshop event within the next month to test the collaboration.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

MyahnArt LLC !' Jazzi's Creations

Reasoning:

MyahnArt's target market includes event planners who often require personalized gifts for guests, which aligns with the offerings of Jazzi's Creations. Referring clients for custom gifts will enhance MyahnArt's service portfolio.

Value Proposition:

MyahnArt can earn a referral commission of 10% on each gift order, potentially generating an additional \$1,000 monthly if they refer 20 clients to Jazzi's Creations.

Collaboration Example:

When MyahnArt is contracted for a corporate event, they can refer their client to Jazzi's Creations for personalized gifts for attendees. If the event has 100 attendees, and each gift costs \$15, Jazzi's Creations earns \$1,500 while MyahnArt earns \$150 from the referral.

Synergy Potential:

This partnership taps into the event market, allowing MyahnArt to enhance its service offering while providing Jazzi's Creations with a steady stream of corporate clients, creating a win-win scenario.

Action Items:

1. Draft a referral agreement specifying the commission structure.
2. Develop promotional materials highlighting Jazzi's offerings to share with MyahnArt's clients.
3. Host a joint networking event to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT