

BUSINESS RELATIONSHIP ANALYSIS

O r g a n i z e D e s i g n C r e a t e ! " S i m p l e C r e a t i o n s

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

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

Simple Creations By T

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

COLLABORATION 1/2

85% conf

O r g a n i z e D e s i g n C r e a t e ! S i m p l e C r e a t i o n s B y T

Reasoning:

Organize Design Create specializes in marketing and design, which can enhance the visibility of Simple Creations By T's custom gift offerings. By collaborating, they can create co-branded marketing campaigns targeting organizations celebrating milestones, benefiting both businesses.

Value Proposition:

This partnership could generate an additional 20% in revenue for both businesses through improved marketing outreach and combined customer bases.

Collaboration Example:

Organize Design Create designs a promotional campaign for Simple Creations By T's new line of personalized graduation gifts. They create social media graphics, email templates, and a targeted Facebook ad campaign. For every graduation package sold through this campaign, they agree to split profits, potentially earning \$2,000 in total revenue during peak graduation season.

Synergy Potential:

The unique synergy lies in the combination of personalized gifts with professional marketing, allowing both businesses to tap into emotional buying triggers while leveraging each other's strengths.

Action Items:

1. Schedule a joint brainstorming session to outline the specific details of the promotional campaign.
2. Develop a timeline for the marketing rollout to coincide with graduation season.
3. Create a shared online platform to track sales and profits from the collaboration.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T | Organize Design Create

Reasoning:

Simple Creations By T's target market overlaps with Organize Design Create's client base, as both serve entrepreneurs and organizations looking for personalized solutions. They can refer clients to each other without competing.

Value Proposition:

This referral partnership could lead to a 15% increase in new client acquisitions for both businesses, enhancing their service offerings.

Collaboration Example:

When a client of Simple Creations By T requests custom branding for an event, Tiana refers them to Organize Design Create for marketing services. In return, Victoria recommends Simple Creations for clients needing unique gifts for corporate events, creating a steady stream of referrals.

Synergy Potential:

This pairing is unique because it combines creative marketing with personalized gifting, enhancing customer experience and loyalty through comprehensive service offerings.

Action Items:

1. Create a referral program that includes incentives for clients who are referred to the other business.
2. Develop a joint marketing flyer outlining services offered by both businesses to distribute to potential clients.
3. Set up a quarterly meeting to review referral successes and adjust strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT