

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles !” Jazzi’s Creations

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

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

#### Jazzi’s Creations

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

### COLLABORATION 1/2

85% conf

#### Jazzi’s Creations !” Be Present Detalles

##### Reasoning:

Jazzi’s Creations and Be Present Detalles can create unique event experiences that leverage each other's strengths. Events organized by Be Present Detalles can feature DIY craft activities provided by Jazzi's, enhancing the overall experience with personalized gifts.

##### Value Proposition:

This collaboration can generate additional revenue for both businesses through bundled event packages, potentially increasing sales by 20% as clients seek a more engaging experience.

##### Collaboration Example:

For an upcoming Valentine's Day event, Be Present Detalles organizes a romantic couples' night where participants create custom keepsake items at Jazzi's Creations. Each couple pays \$200, and they split the earnings. Be Present Detalles handles the marketing and venue, while Jazzi’s supplies materials and guides the craft session, resulting in 30 couples participating and both businesses gaining exposure and revenue.

##### Synergy Potential:

The unique synergy lies in combining Jazzi’s hands-on creative approach with Be Present Detalles' event planning expertise, creating an unforgettable experience that neither could achieve alone.

**Action Items:**

1. Schedule a meeting to brainstorm potential event themes that incorporate craft activities.
2. Develop a joint marketing plan targeting busy professionals and couples for upcoming events.
3. Create a shared calendar for event scheduling and resource allocation to ensure smooth execution.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Be Present Detalles !' Jazzi's Creations****Reasoning:**

Both businesses cater to similar demographics, with Jazzi's focusing on families and corporate workshops, while Be Present caters to busy professionals and couples. They can refer clients to one another without competing.

**Value Proposition:**

Referrals could lead to a 15% increase in client acquisition for both businesses as they tap into each other's customer bases.

**Collaboration Example:**

Be Present Detalles can refer clients who need customized gifts for events to Jazzi's Creations. For example, if a couple is planning a wedding and needs personalized favors, Be Present can provide Jazzi's information, and in return, Jazzi's can refer clients for event planning services. They can track referrals through a simple commission-based system.

**Synergy Potential:**

This relationship uniquely positions both businesses to enhance their service offerings, ensuring clients receive comprehensive solutions for their event and gifting needs.

**Action Items:**

1. Create a referral program outlining commission structures for each business.
2. Develop co-branded marketing materials that highlight services and how they complement each other.
3. Set up regular check-ins to discuss client referrals and feedback for continuous improvement.

Value: MEDIUM

MUTUAL BENEFIT