

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Jazzi’s Creations

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

85% conf

Jazzi’s Creations !’ Free Agents Inc

Reasoning:

Jazzi's Creations and Free Agents Inc could work together by combining their services for team-building activities. Jazzi's craft workshops can be tailored for Free Agents' corporate clients, enhancing employee engagement and creativity.

Value Proposition:

Jazzi's can generate an additional \$500 per workshop while Free Agents enhances their service offerings, potentially increasing client retention and attracting new clients.

Collaboration Example:

Next week, Jazzi's Creations could organize a hands-on craft workshop for a corporate client of Free Agents Inc. During the session, employees make personalized gift items that they can take home, fostering team bonding. Free Agents promotes this unique offering to their client base, splitting the revenue from the workshop fees, which could amount to \$1,000 for a group of 20 employees, benefiting both businesses.

Synergy Potential:

The unique synergy lies in Jazzi's ability to provide creative experiences that complement Free Agents' focus on solving business challenges, creating a holistic approach to team building and employee satisfaction that neither could achieve alone.

Action Items:

1. Schedule a strategy meeting between Jasmyne and James to discuss potential corporate clients.
2. Develop a joint marketing plan highlighting the team-building workshop to Free Agents' existing clients.
3. Create a promotional package including workshop details, pricing, and testimonials from previous clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Free Agents Inc!' Jazzi's Creations

Reasoning:

Free Agents Inc can refer clients to Jazzi's Creations for corporate gifting solutions, enhancing their service portfolio without directly competing.

Value Proposition:

Free Agents can earn referral fees or commissions while providing their clients with unique gifting options, strengthening client relationships.

Collaboration Example:

When Free Agents Inc is approached by a company looking for unique promotional swag for an upcoming event, they can refer them to Jazzi's Creations. For every client referral that results in a purchase over \$500, Free Agents receives a 10% commission, bringing in additional revenue without added workload.

Synergy Potential:

This relationship is unique as it allows Free Agents to offer specialized gifting solutions to their clients, enhancing their consulting services with tangible, customized products that add value.

Action Items:

1. Establish a referral agreement detailing commission structures and processes.
2. Create a catalog of Jazzi's offerings to share with Free Agents' clients.
3. Train Free Agents' team on how to pitch Jazzi's services effectively during client consultations.

Value: MEDIUM

MUTUAL BENEFIT