

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !” Connections to the Nations

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De’Ana Aguas

Industry: Professional Services

Events and Experiences

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

COLLABORATION 1/2

80% conf

Be Present Detalles !” Connections to the Nations Llc

Reasoning:

Be Present Detalles specializes in creating memorable events, while Connections to the Nations focuses on community engagement. Collaborating on a community fair would allow Be Present to showcase its event planning expertise, while Connections can enhance its cultural offerings with professionally organized experiences.

Value Proposition:

By collaborating on a community fair, both businesses can attract their target audiences, potentially increasing revenue by 30% through ticket sales and sponsorships.

Collaboration Example:

Next month, Be Present Detalles could organize a romantic evening event at the Connections to the Nations community fair, featuring local food vendors and live music. Each ticket sold contributes to both businesses, with Be Present earning \$2,500 from ticket sales and Connections benefiting from increased foot traffic and vendor fees.

Synergy Potential:

This pairing uniquely combines Be Present's expertise in crafting personalized experiences with Connections' established community presence, enhancing the cultural richness and attendance of local events.

Action Items:

1. Schedule a planning meeting to outline the event logistics and roles for each business.

2. Create a joint marketing campaign targeting both businesses' customer bases to promote the event.
3. Develop a sponsorship package to secure local businesses as partners for the fair.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc !' Be Present Detailles

Reasoning:

Connections to the Nations targets businesses that may need event planning services for their corporate functions. Referring clients to Be Present Detailles can provide added value to businesses looking for professional event services.

Value Proposition:

Each successful referral could earn Connections a 10% commission on Be Present's service fees, enhancing revenue with minimal overhead.

Collaboration Example:

When a local business reaches out to Connections for help organizing a cultural event, Connections can refer them to Be Present Detailles, which can handle everything from venue selection to decoration. If the project earns Be Present \$5,000, Connections would receive a \$500 commission.

Synergy Potential:

The synergy lies in Connections' community relationships and Be Present's event execution skills, creating a seamless experience for businesses seeking professional event management.

Action Items:

1. Develop a referral agreement outlining commission structures and processes.
2. Create a shared marketing document showcasing Be Present's services to distribute to Connections' clients.
3. Host a joint networking event to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT