

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Jazzi’s Cr

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

80% conf

Jazzi’s Creations !’ Communicate Design & Marketing

Reasoning:

Jazzi's Creations offers DIY workshops that could be marketed to Communicate's clients, particularly for team-building events. This collaboration aligns both businesses' target markets—businesses looking to enhance team dynamics while also leveraging Communicate's marketing expertise to reach a broader audience.

Value Proposition:

By collaborating on events, Jazzi's Creations can increase workshop attendance by 30%, while Communicate can enhance their service offerings, potentially increasing client retention and satisfaction.

Collaboration Example:

Jazzi's Creations organizes a monthly 'Creative Networking Night' where Communicate promotes the event through their marketing channels. During this event, attendees participate in a craft session to create branded promotional items, with Communicate showcasing their design work. This can lead to a \$1,000 revenue stream for Jazzi, while Communicate gets the opportunity to showcase their branding skills directly to potential clients.

Synergy Potential:

This partnership uniquely combines the creative craft aspect with strategic marketing, allowing both businesses to tap into each other's strengths—Jazzi's hands-on workshops and Communicate's design capabilities create a compelling offering that none can achieve alone.

Action Items:

1. Schedule a meeting to brainstorm potential workshop topics that align with Communicate's clients' needs.
2. Develop a marketing plan for the 'Creative Networking Night' to maximize attendance.
3. Create a promotional package that outlines the benefits for businesses attending the workshops.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Communicate Design & Marketing !' Jazzi's Creations**Reasoning:**

As Communicate Design & Marketing serves founders, solo entrepreneurs, and non-profits, they can refer clients looking for personalized gifts or promotional swag to Jazzi's Creations. This referral relationship can enhance service offerings for both businesses without direct competition.

Value Proposition:

By referring clients, Communicate can earn a 10% commission on sales made by Jazzi's Creations, while Jazzi gains access to a new client base that is already interested in marketing and branding.

Collaboration Example:

Communicate includes Jazzi's Creations in their client welcome packet, highlighting their workshop services and personalized gifts. When a new client expresses interest in promotional materials for an upcoming event, Communicate refers them directly to Jazzi, who fulfills a \$500 order for custom gifts. This not only generates revenue for Jazzi but also strengthens Communicate's client relationships by providing additional value.

Synergy Potential:

The distinct advantage lies in the complementary nature of their services; while Communicate focuses on brand strategy, Jazzi emphasizes tangible promotional items, creating a holistic approach to client needs.

Action Items:

1. Draft a referral agreement that outlines commission structures.
2. Create a presentation about Jazzi's offerings for Communicate to share with clients.
3. Set up an introductory meeting between both businesses to discuss cross-promotion strategies.

Value: MEDIUM

MUTUAL BENEFIT