

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting!" Jazzi's Cr

4 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/4

80% conf

Jazzi's Creations!" Genuines Coaching & Consulting

Reasoning:

Jazzi's Creations can offer craft workshops that align with Genuines Coaching & Consulting's focus on team building and corporate training. This collaboration allows both businesses to engage their target markets effectively by combining creative activities with professional development.

Value Proposition:

This partnership could generate revenue from corporate clients willing to pay for unique team-building experiences, potentially bringing in \$1,000 for a workshop with 20 participants.

Collaboration Example:

Jazzi's Creations and Genuines Coaching & Consulting could co-host a quarterly 'Creative Leadership Retreat' where corporate teams spend half the day in leadership coaching and the other half in a DIY craft session creating personalized team gifts. For instance, a local tech company could bring 15 employees to create custom mugs while participating in a leadership training. The event could generate \$1,500 in revenue for Jazzi and enhance Genuines' offerings with a practical, engaging twist.

Synergy Potential:

The unique combination of creative crafts and professional coaching offers a holistic approach to team building that neither business could provide alone, tapping into both the creative and professional development markets simultaneously.

Action Items:

1. Schedule a joint meeting to outline the retreat logistics and pricing model.
2. Identify potential corporate clients to invite to the first event.
3. Develop a marketing strategy highlighting the unique benefits of combining leadership training with creative workshops.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

Genuines Coaching & Consulting | Jazzi's Creations

Reasoning:

Genuines Coaching & Consulting serves corporate executives and business owners who may require personalized gifts for events or employee recognition, making them a potential referral source for Jazzi's Creations.

Value Proposition:

By referring clients to Jazzi's Creations for personalized gifts, Genuines can enhance their service offering while earning a commission of 10% on each referral, potentially generating an additional \$500 monthly.

Collaboration Example:

Genuines Coaching & Consulting could recommend Jazzi's Creations to their clients when they are planning corporate events or recognition ceremonies, providing a seamless gift solution. For example, if a client is celebrating a company milestone, Genuines can suggest custom gift baskets from Jazzi that include personalized items, further solidifying their relationship with their clients.

Synergy Potential:

This referral partnership capitalizes on the intersection of corporate events and gifting, providing Jazzi access to a broader client base while allowing Genuines to enhance their service portfolio.

Action Items:

1. Create a referral agreement that outlines commission structures and responsibilities.
2. Develop a brochure or digital presentation that Genuines can share with clients showcasing Jazzi's offerings.
3. Set up a follow-up system to ensure referrals are tracked and commissions are paid promptly.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 3/4

80% conf

Jazzi's Creations !' Genuines Coaching & Consulting

Reasoning:

Jazzi's Creations can host craft workshops tailored for Genuines Coaching & Consulting's executive clients, enhancing their team-building initiatives. This collaboration aligns with both businesses' target audiences and serves their different needs effectively.

Value Proposition:

By collaborating on workshops, Jazzi's Creations could generate an estimated \$1,500 per event while Genuines Coaching can enhance its service offerings, attracting more corporate clients.

Collaboration Example:

Jazzi's Creations organizes a hands-on crafting event exclusively for Genuines Coaching's clients. Over a two-hour session, 30 executives create customized corporate gifts while engaging in team-building exercises. Jazzi charges \$1,500 for the event, and Genuines promotes the event as part of their leadership development program, providing value that can lead to increased client retention.

Synergy Potential:

This partnership leverages Jazzi's expertise in crafting personalized experiences with Genuines' focus on executive coaching, creating a unique value proposition that stands out from typical training programs.

Action Items:

1. Schedule a meeting between Jasmyne and Reden to discuss potential workshop themes and logistics.
2. Develop a joint marketing strategy to promote the workshops to Genuines' client base.
3. Create a feedback mechanism to gauge the success of the first event and identify areas for improvement.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' Jazzi's Creations

Reasoning:

Genuines Coaching & Consulting serves small business owners who may need personalized promotional gifts or team-building activities that Jazzi's Creations offers. This creates a natural referral relationship enhancing both businesses' customer reach.

Value Proposition:

Genuines can refer its business clients to Jazzi's Creations, potentially increasing Jazzi's customer base by 20%, translating into increased sales of around \$5,000 per quarter.

Collaboration Example:

Reden introduces Jazzi's Creations to a small business owner client looking for unique promotional gifts for an upcoming trade show. Jazzi proposes a package of custom-branded items that the client orders for \$2,000, while Genuines earns a referral fee of 10%.

Synergy Potential:

The pairing of Jazzzi's custom gifts and Genuines' business-focused coaching creates a holistic approach for clients, addressing both their promotional and professional development needs uniquely.

Action Items:

- 1. Establish a referral agreement outlining terms and benefits for both businesses.
- 2. Create promotional materials that Genuines can share with their clients about Jazzzi's services.
- 3. Set up a quarterly review to assess referral success and adapt strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT

